

January Standing Reports

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Executive Summary

Data based on a sample of up to 12 properties in the North Lake Tahoe destination, representing up to 1572 Units (DestiMetrics Census**) and 48.67% of 3229 total units in the North Lake Tahoe destination (Destination Census***)

Last Month Performance: Current YTD vs. Previous YTD	2020/21	2018/19	Year over Year Variance
North Lake Tahoe Occupancy for last month (Jan) changed by (-45.7%)	Occupancy (Jan) : 30.9%	57.0%	-45.7%
North Lake Tahoe ADR for last month (Jan) changed by (4.7%)	ADR (Jan) : \$ 381	\$ 364	4.7%
North Lake Tahoe RevPAR for last month (Jan) changed by (-43.2%)	RevPAR (Jan) : \$ 118	\$ 207	-43.2%
Next Month Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for next month (Feb) changed by (-23.7%)	Occupancy (Feb) : 42.6%	55.8%	-23.7%
North Lake Tahoe ADR for next month (Feb) changed by (18.3%)	ADR (Feb) : \$ 472	\$ 399	18.3%
North Lake Tahoe RevPAR for next month (Feb) changed by (-9.7%)	RevPAR (Feb) : \$ 201	\$ 223	-9.7%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for the past 6 months changed by (-31.5%)	Occupancy 34.9%	50.9%	-31.5%
North Lake Tahoe ADR for the past 6 months changed by (15.3%)	ADR \$ 391	\$ 339	15.3%
North Lake Tahoe RevPAR for the past 6 months changed by (-21.0%)	RevPAR \$ 136	\$ 173	-21.0%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for the future 6 months changed by (-15.3%)	Occupancy 20.8%	24.6%	-15.3%
North Lake Tahoe ADR for the future 6 months changed by (26.1%)	ADR \$ 467	\$ 370	26.1%
North Lake Tahoe RevPAR for the future 6 months changed by (6.7%)	RevPAR \$ 97	\$ 91	6.7%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Jan 31, 2021 vs. Previous Year			
Rooms Booked during last month (Jan,21) compared to Rooms Booked during the same period last year (Jan, 19) for all arrival dates has changed by (-26.9%)	Booking Pace (Jan) 6.9%	9.4%	-26.9%

* 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 January 2021

CONFERENCE REVENUE STATISTICS

North Shore Properties

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

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	<u>FY 20/21</u>	<u>FY 19/20</u>	<u>Variance</u>
Total Revenue Booked as of 1/31/21:	\$623,732	\$3,419,824	-82%
Number of Room Nights:	2,683	14989	-82%
Number of Delegates:	1346	8009	-83%
Annual Revenue Goal:	\$2,000,000	\$2,500,000	-20%

Monthly Detail/Activity	<u>January-21</u>	<u>January-20</u>	
<u>Number of Groups Booked:</u>	0	4	
Revenue Booked:	\$0	\$103,336	
Room Nights:	0	418	
Number of Delegates:	0	298	
		1 Corp., 3	
Booked Group Types:		Assoc.	
Lost Business, # of Groups:	3	29	
 <u>Arrived in the month</u>	 <u>January-21</u>	 <u>January-20</u>	
Number of Groups:	0	4	
Revenue Arrived:	\$0	\$330,384	
Room Nights:	0	1522	-100%
Number of Delegates:	0	578	
		2 Corp., 2	
Arrived Group Types:	0	Assoc.	

Monthly Detail/Activity	<u>December-20</u>	<u>December-19</u>	
<u>Number of Groups Booked:</u>	0	4	
Revenue Booked:	\$0	\$155,480	-100%
Room Nights:	0	687	-100%
Number of Delegates:	0	197	-100%
		2 Corp, 1	
Booked Group Types:		Assoc., 1 Govt.	
Lost Business, # of Groups:	1	22	-95%
 <u>Arrived in the month</u>	 <u>December-20</u>	 <u>December-19</u>	
Number of Groups:	0	2	
Revenue Arrived:	\$0	\$55,138	-100%
Room Nights:	0	441	-100%
Number of Delegates:	0	363	
		1 Corp., 1	
Arrived Group Types:		Assoc.	

Monthly Detail/Activity	<u>November-20</u>	<u>November-19</u>	
<u>Number of Groups Booked:</u>	1	9	
Revenue Booked:	\$33,881	\$587,681	-94%
Room Nights:	94	2328	-96%
Number of Delegates:	65	1151	-94%
		3 Corp., 5	
Booked Group Types:	1 CA Assoc.	Assoc., 1 SMF	
Lost Business, # of Groups:	2	40	-95%

<u>Arrived in the month</u>	<u>November-20</u>	<u>November-19</u>	
Number of Groups:	0	2	
Revenue Arrived:	\$0	\$66,659	-100%
Room Nights:	0	380	-100%
Number of Delegates:	0	447	
Arrived Group Types:		2 Corp.	

Monthly Detail/Activity	<u>October-20</u>	<u>October-19</u>	
<u>Number of Groups Booked:</u>	2	7	
Revenue Booked:	\$136,331	\$580,148	-77%
Room Nights:	569	1106	-49%
Number of Delegates:	250	3212	-92%
		3 Corp., 4	
Booked Group Types:	2 Corp.	Assoc.	
Lost Business, # of Groups:	0	48	-100%

<u>Arrived in the month</u>	<u>October-20</u>	<u>October-19</u>	
Number of Groups:	0	4	
Revenue Arrived:	\$0	\$166,169	-100%
Room Nights:	0	825	-100%
Number of Delegates:	0	365	
		3 Corp., 1	
Arrived Group Types:		Assoc.	

Monthly Detail/Activity	<u>September-20</u>	<u>September-19</u>	
<u>Number of Groups Booked:</u>	1	5	
Revenue Booked:	\$57,355	\$233,431	-75%
Room Nights:	345	1190	-71%
Number of Delegates:	120	705	-83%
		4 Corp., 1 Non-	
Booked Group Types:	1 Assoc.	Profit	
Lost Business, # of Groups:	2	35	-94%

<u>Arrived in the month</u>	<u>September-20</u>	<u>September-19</u>	
Number of Groups:	0	9	
Revenue Arrived:	\$0	\$493,612	-100%
Room Nights:	0	2281	-100%
Number of Delegates:	0	697	
	1 Corp, 1 Non-	5 Corp., 3	
Arrived Group Types:	Profit	Assoc., 1 Govt.	

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:	\$6,965	\$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:	\$1,527,901	\$1,200,000
For 2022/23:	\$116,002	\$500,000

NUMBER OF LEADS Generated as of 1/31/21:	43
YTD 1/31/20:	197
YTD 1/30/19:	210

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

Lodging Book Now Referrals - 12/1/2020-12/31/2020	Total Lodging Book Now	Unique Lodging Book Now
Hyatt Regency Lake Tahoe Resort Spa & Casino	56	55
The Ritz-Carlton, Lake Tahoe	46	43
The Village at Squaw Valley	37	34
Cedar Glen Lodge	35	34
Tahoe Getaways Vacation Rentals	30	26
Tahoe Biltmore Lodge & Casino	29	26
Resort at Squaw Creek	27	25
Tahoe Luxury Properties	27	25
Cedar Crest Cottages	26	24
Tahoe Signature Properties	24	20
Agate Bay Realty Vacation Rentals	19	17
East West Hospitality at Tahoe	19	12
Northstar Lodge by Welk Resorts	19	18
Sun Bear Realty & Vacation Rentals	19	17
PlumpJack Squaw Valley Inn	18	18
Constellation Residences at Northstar	17	12
Northstar California Resort	17	16
Mourelatos Lakeshore Resort	16	16
Stay In Lake Tahoe	16	16
Tahoe Vacation Rentals	16	16
Waters of Tahoe Properties	15	13
First Accommodations, Inc.	14	14
Hauserman Rental Group	14	14
Tahoe Accommodations	14	13
Brockway Springs Resort	13	13
Cottage Inn at Lake Tahoe	13	12
Lake Tahoe Accommodations	13	13
Tahoe Moon Properties	13	13
Tahoe Exclusive Vacation Rentals	11	11
VACAY North Tahoe	11	10
West Shore Cafe & Inn	11	10
Tahoe Vistana Inn	10	10
Vacation Station, Inc.	10	9
West Lake Properties at Tahoe	10	8
Basecamp Hotel Tahoe City	9	8
Olympic Village Inn	9	7
PepperTree Inn	9	8
Red Wolf Lakeside Lodge	9	8
Tahoma Meadows Cottages	9	9
Vacation Tahoe by O'Neal Brokers	9	7

Incline Vacation Rentals	8	6
Parkside Inn at Incline	8	8
Sierra Vacations by Natural Retreats	8	8
Tahoe Donner Cross Country Ski Center	8	8
Tahoe Rental Company	8	8
Goldfish Properties	7	7
Squaw Valley Lodge	7	7
Tahoe Real Estate Group	7	7
Tahoe Time Vacation Rental	7	6
Tahoe Woodside Vacation Rentals	7	6
Firelite Lodge	6	6
Sunnyside Restaurant & Lodge	6	5
Tahoe Rentals by Wells and Bennett Realtors	5	4
Americas Best Value Inn Tahoe City	4	4
Chaney House	4	3
Franciscan Lakeside Lodge	4	4
Granlibakken Tahoe	4	2
North Tahoe Rental Company	4	3
Red Wolf Lodge at Squaw Valley	4	3
Sierra Mountain Properties	4	4
Tahoe Sands Resort	4	4
Holiday House	3	3
Tahoe Marina Lodge	3	2
The Lodge at Obexers	3	3
Meeks Bay Resort & Marina	2	2
SellMyTimeShareNow.com	2	2
Tahoe Mountain Lodging	2	2
Tamarack Lodge	1	1
	879	808

Lodging Referrals - 1/1/21-1/31/21	Total Lodging Listing Site	Unique Lodging Listing Site
Hyatt Regency Lake Tahoe Resort Spa & Casino	54	53
Tahoe Luxury Properties	30	28
Hostel Tahoe in Kings Beach	27	24
The Ritz-Carlton, Lake Tahoe	27	26
North Tahoe Rental Company	23	12
Cedar Glen Lodge	22	21
Hyatt High Sierra Lodge, A Hyatt Residence Club	22	20
Tahoe Biltmore Lodge & Casino	20	17
The Village at Squaw Valley	20	19
Granlibakken Tahoe	19	15
Sun Bear Realty & Vacation Rentals	19	18
Hauserman Rental Group	17	17
Resort at Squaw Creek	17	17
Tahoe Getaways Vacation Rentals	16	16
Agate Bay Realty Vacation Rentals	15	15
Northstar California Resort	15	13
Tahoe Donner Cross Country Ski Center	15	14
East West Hospitality at Tahoe	14	12
Rockwood Lodge	14	14
Tahoe Sands Resort	14	13
Waters of Tahoe Properties	13	11
Meeks Bay Resort & Marina	12	12
Stay In Lake Tahoe	12	10
Tahoe Vacation Rentals	12	11
Tahoe Vista Lodge and Cabins	12	12
Mourelatos Lakeshore Resort	11	11
Tahoe Moon Properties	11	11
Tahoe Signature Properties	11	10
Cedar Crest Cottages	10	9
Constellation Residences at Northstar	10	10
Cottage Inn at Lake Tahoe	10	9
Goldfish Properties	10	9
Lake Tahoe Deluxe Vacation Rentals	10	9
Tahoe Mountain Properties	10	10
Basecamp Hotel Tahoe City	9	9
Brockway Springs Resort	9	9
Ferrari's Crown Resort	9	9
Incline Vacation Rentals	9	8
Martis Valley Vacation Rentals	9	9
Vacation Tahoe by O'Neal Brokers	9	9

Lake Tahoe Accommodations	8	7
Tahoe Rentals by Wells and Bennett Realtors	8	8
Christy Lodge	7	7
Gar Woods Grill & Pier	7	7
Tahoe Rental Company	7	7
Tahoe Time Vacation Rental	7	6
VACAY North Tahoe	7	7
Chaney House	6	5
Club Tahoe Resort	6	6
First Accommodations, Inc.	6	6
Mother Natures Inn	6	6
Olympic Village Inn	6	6
Red Wolf Lakeside Lodge	6	6
River Ranch Lodge and Restaurant	6	5
Sierra Mountain Properties	6	6
Tahoe Exclusive Vacation Rentals	6	6
Tahoe Tavern Properties	6	5
West Lake Properties at Tahoe	6	6
West Shore Cafe & Inn	6	6
Franciscan Lakeside Lodge	5	5
LakeFrontHouse.com	5	5
Martis Valley Associates Property Rentals	5	5
PlumpJack Squaw Valley Inn	5	5
Rustic Cottages	5	5
Squaw Valley Lodge	5	5
Tahoe Accommodations	5	5
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Castle Peak Vacation Rentals	4	4
Chinquapin / Packard Realty	4	4
Donner Summit Rentals	4	4
Parkside Inn at Incline	4	4
Tahoe Real Estate Group	4	4
Tahoe Vistana Inn	4	4
The Hotel at Sugar Bowl	4	4
The Lodge at Obexers	4	4
Vacation Station, Inc.	4	4
Holiday House	3	3
Northstar Lodge by Welk Resorts	3	3
Pullen Realty Group	3	3
Sierra Vacations by Natural Retreats	3	3
Sunnyside Restaurant & Lodge	3	3
Tahoe Donner Golf Course	3	2
Tahoe Edgelake Beach Club	3	3

Tahoe Truckee Factory Stores	3	3
Tahoma Meadows Cottages	3	3
The Inn at Boatworks	3	3
Firelite Lodge	2	2
Red Wolf Lodge at Squaw Valley	2	2
SellMyTimeShareNow.com	2	2
Stevenson's Holliday Inn	2	2
Tahoe Marina Lodge	2	2
Tahoe Woodside Vacation Rentals	2	2
Tamarack Lodge	2	2
PepperTree Inn	1	1
The Cedar House Sport Hotel	1	1
West Shore Sports	1	1
Total	873	820