

# March Standing Reports

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Relax  
**Experience**

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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 March 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 3/31/21:	\$423,363	\$2,652,761	-84%
Number of Room Nights:	2,423	10938	-78%
Number of Delegates:	2936	6956	-58%
Annual Revenue Goal:	\$2,000,000	\$2,500,000	-20%

Monthly Detail/Activity	<u>March-21</u>	<u>March-20</u>	
<u>Number of Groups Booked:</u>	1	4	
Revenue Booked:	\$2,197	\$247,127	-99%
Room Nights:	35	830	-96%
Number of Delegates:	50	314	-84%
Booked Group Types:	Smf	4 Corp.	
Lost Business, # of Groups:	6	10	

<u>Arrived in the month</u>	<u>March-21</u>	<u>March-20</u>	
Number of Groups:	0	0	
Revenue Arrived:	\$0	\$0	
Room Nights:	0	0	
Number of Delegates:	0	0	
Arrived Group Types:	0	0	

Monthly Detail/Activity	<u>February-21</u>	<u>February-20</u>	
<u>Number of Groups Booked:</u>	1	1	
Revenue Booked:	\$12,537	\$6,519	92%
Room Nights:	45	51	-12%
Number of Delegates:	10	17	-41%
Booked Group Types:	Corp	1 Assoc.	
Lost Business, # of Groups:	6	13	

<u>Arrived in the month</u>	<u>February-21</u>	<u>February-20</u>	
Number of Groups:	1	4	
Revenue Arrived:	\$12,537	\$222,088	-94%
Room Nights:	45	1070	-96%
Number of Delegates:	10	578	-98%
Arrived Group Types:	Corp.	3 Corp., 1 Assic,	

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.	

<b>Monthly Detail/Activity</b>	<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.	

<b>Monthly Detail/Activity</b>	<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.	

<b>Monthly Detail/Activity</b>	<u>October-20</u>	<u>October-19</u>	
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<b><u>Number of Groups Booked:</u></b>	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%

<b><u>Arrived in the month</u></b>	<b><u>October-20</u></b>	<b><u>October-19</u></b>	
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.	

<b>Monthly Detail/Activity</b>	<b><u>September-20</u></b>	<b><u>September-19</u></b>	
<b><u>Number of Groups Booked:</u></b>	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%

<b><u>Arrived in the month</u></b>	<b><u>September-20</u></b>	<b><u>September-19</u></b>	
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.	

<b>Monthly Detail/Activity</b>	<b><u>August-20</u></b>	<b><u>August-19</u></b>	
<b><u>Number of Groups Booked:</u></b>	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%

<b><u>Arrived in the month</u></b>	<b><u>August-20</u></b>	<b><u>August-19</u></b>	
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>	
<b><u>Number of Groups Booked:</u></b>	0	6	
Revenue Booked:	\$0	\$138,643	-100%
Room Nights:	0	591	-100%
Number of Delegates:	0	335	-100%
		3 Corp, 2 SMF,	
Booked Group Types:	0	1 Govt.	
Lost Business, # of Groups:	0	28	
<b><u>Arrived in the month</u></b>	<b><u>July-20</u></b>	<b><u>July-19</u></b>	
Number of Groups:	2	8	
Revenue Arrived:	\$21,415	\$359,396	-94%
Room Nights:	80	1666	-95%
Number of Delegates:	39	2160	
		2 Corp, 2	
		Assoc, 2 SMF,	
Arrived Group Types:	1 CA Assoc.	2 Non-Profit	
	<b><u>Current Numbers</u></b>	<b><u>Goals</u></b>	
For 2021/22:	<b>\$1,555,255</b>	<b>\$1,200,000</b>	
For 2022/23:	<b>\$223,464</b>	<b>\$500,000</b>	

NUMBER OF LEADS Generated as of 3/31/21: **64**  
YTD 3/31/20: 234  
YTD 3/31/19: 266

**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

<b>Lodging Book Now Referrals - 3/1/21-3/31/21</b>	<b>Total Lodging Book Now</b>	<b>Unique Lodging Book Now</b>
Tahoe Vacation Rentals	47	47
Cedar Crest Cottages	46	44
Hyatt Regency Lake Tahoe Resort Spa & Casino	44	43
Northstar Lodge by Welk Resorts	31	29
The Ritz-Carlton, Lake Tahoe	29	27
Tahoe Luxury Properties	28	23
The Village at Squaw Valley	28	24
Mourelatos Lakeshore Resort	26	25
Resort at Squaw Creek	25	25
East West Hospitality at Tahoe	24	14
PlumpJack Squaw Valley Inn	22	22
Red Wolf Lakeside Lodge	20	20
Cedar Glen Lodge	19	18
Constellation Residences at Northstar	17	13
Tahoe Rental Company	17	16
Parkside Inn at Incline	16	12
Tahoma Meadows Cottages	16	14
Sun Bear Realty & Vacation Rentals	15	14
Brockway Springs Resort	14	11
VACAY North Tahoe	14	11
West Shore Cafe & Inn	14	13
Lake Tahoe Accommodations	12	12
Olympic Village Inn	12	12
Tahoe Getaways Vacation Rentals	12	12
Northstar California Resort	11	11
Waters of Tahoe Properties	11	11
Hauserman Rental Group	10	8
Agate Bay Realty Vacation Rentals	9	9
Squaw Valley Lodge	9	8
Stay In Lake Tahoe	9	8
Sunnyside Restaurant & Lodge	9	9
Tahoe Accommodations	9	9
Tahoe Biltmore Lodge & Casino	9	9
Sierra Mountain Properties	8	8
Holiday House	7	6
Incline Vacation Rentals	7	6
Tahoe Donner Cross Country Ski Center	7	7
Tahoe Real Estate Group	7	7
Americas Best Value Inn Tahoe City	6	4
Goldfish Properties	6	6

PepperTree Inn	6	6
Red Wolf Lodge at Squaw Valley	6	6
Tahoe Vistana Inn	6	6
Vacation Station, Inc.	6	6
Sierra Vacations by Natural Retreats	5	5
Franciscan Lakeside Lodge	4	4
SellMyTimeShareNow.com	4	4
Tahoe Signature Properties	4	4
First Accommodations, Inc.	3	3
Tahoe Donner Golf Course	2	2
West Lake Properties at Tahoe	2	2
Gar Woods Grill & Pier	1	1
Tahoe Exclusive Vacation Rentals	1	1
The Lodge at Obexers	1	1
Total	733	678



<b>Lodging Referrals - 3/1/21-3/31/21</b>	<b>Total Lodging Listing Site</b>	<b>Unique Lodging Listing Site</b>
Hyatt High Sierra Lodge, A Hyatt Residence Club	93	90
Hyatt Regency Lake Tahoe Resort Spa & Casino	78	74
Cedar Crest Cottages	66	62
Tahoe Time Vacation Rental	57	50
Basecamp Hotel Tahoe City	53	50
North Tahoe Rental Company	48	28
Donner Lake Village	41	39
Tahoe Luxury Properties	41	39
Granlibakken Tahoe	35	32
Tahoe Vista Lodge and Cabins	29	27
Tahoe Vacation Rentals	28	27
Mourelatos Lakeshore Resort	27	26
The Ritz-Carlton, Lake Tahoe	27	26
The Inn at Boatworks	26	26
Meeks Bay Resort & Marina	25	24
Tahoe Rental Company	25	25
VACAY North Tahoe	25	23
Sun Bear Realty & Vacation Rentals	24	22
Hostel Tahoe in Kings Beach	23	20
Resort at Squaw Creek	23	22
Cedar Glen Lodge	22	22
Red Wolf Lakeside Lodge	21	21
East West Hospitality at Tahoe	20	14
Northstar California Resort	20	20
River Ranch Lodge and Restaurant	18	18
Tahoe Mountain Properties	18	18
Chaney House	17	16
Donner Summit Rentals	17	13
Hauserman Rental Group	17	16
LakeFrontHouse.com	17	17
The Village at Squaw Valley	17	17
Brockway Springs Resort	16	16
Waters of Tahoe Properties	16	16
Goldfish Properties	15	14
Lake Tahoe Deluxe Vacation Rentals	15	14
Northstar Lodge by Welk Resorts	15	14
Tahoe Biltmore Lodge & Casino	15	14
Tahoe Moon Properties	15	14
Tahoe Rentals by Wells and Bennett Realtors	15	15
Tahoe Signature Properties	15	14

Agate Bay Realty Vacation Rentals	14	12
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Tahoe Truckee Factory Stores	14	14
Cottage Inn at Lake Tahoe	13	13
Sunnyside Restaurant & Lodge	13	12
Tahoe Donner Cross Country Ski Center	13	13
Castle Peak Vacation Rentals	12	11
Franciscan Lakeside Lodge	11	11
PlumpJack Squaw Valley Inn	11	11
Tahoe Tavern Properties	11	10
Vacation Tahoe by O'Neal Brokers	11	10
Lake Tahoe Accommodations	10	9
Pullen Realty Group	10	10
Red Wolf Lodge at Squaw Valley	10	10
Rockwood Lodge	10	9
Rustic Cottages	10	10
Sierra Vacations by Natural Retreats	10	10
Tahoe Getaways Vacation Rentals	10	9
Tahoe Real Estate Group	10	10
Ferrari's Crown Resort	9	9
Martis Valley Vacation Rentals	9	9
Olympic Village Inn	9	8
West Shore Cafe & Inn	9	9
Constellation Residences at Northstar	8	8
Firelite Lodge	8	7
Holiday House	8	8
Martis Valley Associates Property Rentals	8	8
Tahoe Accommodations	8	7
Tahoe Vistana Inn	8	8
Club Tahoe Resort	7	7
Parkside Inn at Incline	7	7
Sierra Mountain Properties	7	7
Stay In Lake Tahoe	7	7
Tahoe Edgelake Beach Club	7	7
Tahoe Sands Resort	7	7
The Border House at Crystal Bay Casino	7	7
First Accommodations, Inc.	6	5
Incline Vacation Rentals	6	6
Mother Natures Inn	6	5
Tahoe Exclusive Vacation Rentals	6	6
Tahoe Marina Lodge	6	6
Tahoe Woodside Vacation Rentals	6	6
Tamarack Lodge	6	6

West Lake Properties at Tahoe	6	6
Americas Best Value Inn Tahoe City	5	5
Gar Woods Grill & Pier	5	5
Squaw Valley Lodge	5	4
Tahoma Meadows Cottages	5	5
The Hotel at Sugar Bowl	5	5
The Lodge at Obexers	5	4
PepperTree Inn	4	4
SellMyTimeShareNow.com	4	4
Vacation Station, Inc.	4	4
Chinquapin / Packard Realty	3	3
Christy Lodge	3	3
Stevenson's Holliday Inn	2	2
Caliente! Lake Tahoe	1	1
Sandy's Pub at the Resort at Squaw Creek	1	1
Tahoe Donner Golf Course	1	1
Tahoe North Shore Lodge	1	1
Total	1587	1491