

April Standing Reports

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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 1587 Units (DestiMetrics Census**) and 49.16% 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 (Apr) changed by (19041.9%)	Occupancy (Apr) : 41.3%	0.2%	19,041.9%
North Lake Tahoe ADR for last month (Apr) changed by (-17.1%)	ADR (Apr) : \$ 288	\$ 348	-17.1%
North Lake Tahoe RevPAR for last month (Apr) changed by (15764.3%)	RevPAR (Apr) : \$ 119	\$ 1	15,764.3%
Next Month Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for next month (May) changed by (1658.5%)	Occupancy (May) : 22.1%	1.3%	1,658.5%
North Lake Tahoe ADR for next month (May) changed by (-24.9%)	ADR (May) : \$ 274	\$ 365	-24.9%
North Lake Tahoe RevPAR for next month (May) changed by (1219.8%)	RevPAR (May) : \$ 60	\$ 5	1,219.8%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for the past 6 months changed by (7.0%)	Occupancy : 38.8%	36.3%	7.0%
North Lake Tahoe ADR for the past 6 months changed by (-6.7%)	ADR : \$ 376	\$ 403	-6.7%
North Lake Tahoe RevPAR for the past 6 months changed by (-0.2%)	RevPAR : \$ 146	\$ 146	-0.2%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for the future 6 months changed by (82.1%)	Occupancy : 32.6%	17.9%	82.1%
North Lake Tahoe ADR for the future 6 months changed by (15.5%)	ADR : \$ 423	\$ 366	15.5%
North Lake Tahoe RevPAR for the future 6 months changed by (110.3%)	RevPAR : \$ 138	\$ 65	110.3%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Apr 30, 2021 vs. Previous Year			
Rooms Booked during last month (Apr,21) compared to Rooms Booked during the same period last year (Apr,20) for all arrival dates has changed by (-372.9%)	Booking Pace (Apr)	10.0%	-372.9%

* 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 April 2021

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 4/30/21:	\$379,352	\$2,652,761	-86%
Number of Room Nights:	1,673	10938	-85%
Number of Delegates:	606	6956	-91%
Annual Revenue Goal:	\$2,000,000	\$2,500,000	-20%

Monthly Detail/Activity	<u>April-21</u>	<u>April-20</u>	
<u>Number of Groups Booked:</u>	1	3	
Revenue Booked:	\$34,163	\$164,519	-79%
Room Nights:	127	877	-86%
Number of Delegates:	35	510	-93%
Booked Group Types:	1 Meeting Planner	1 Corp., 1 Assoc., 1 SMF	
Lost Business, # of Groups:	6	6	

<u>Arrived in the month</u>	<u>April-21</u>	<u>April-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>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	
Booked Group Types:		1 Corp., 3 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	
Arrived Group Types:	0	2 Corp., 2 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%
Booked Group Types:		2 Corp, 1 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	
Arrived Group Types:		1 Corp., 1 Assoc.	

Monthly Detail/Activity	<u>November-20</u>	<u>November-19</u>	
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<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>	
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<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:	\$1,600,437	\$1,200,000
For 2022/23:	\$223,464	\$500,000

Lodging Book Now Referrals - 4/1/21-4/30/21	Total Lodging Book Now	Unique Lodging Book Now
Event Label	Total Events	Unique Events
Cedar Crest Cottages	58	56
Red Wolf Lakeside Lodge	46	44
Hyatt Regency Lake Tahoe Resort Spa & Casino	45	44
Tahoe Vacation Rentals	44	43
Tahoe Rental Company	28	26
East West Hospitality at Tahoe	25	14
Northstar California Resort	25	21
The Village at Squaw Valley	23	16
Tahoe Biltmore Lodge & Casino	22	18
Tahoe Luxury Properties	22	22
VACAY North Tahoe	22	17
Tahoma Meadows Cottages	21	19
The Ritz-Carlton, Lake Tahoe	21	20
Northstar Lodge by Welk Resorts	19	16
Resort at Squaw Creek	19	19
Tahoe Real Estate Group	19	18
Cedar Glen Lodge	17	16
Mourelatos Lakeshore Resort	17	17
Waters of Tahoe Properties	17	15
Agate Bay Realty Vacation Rentals	16	15
West Shore Cafe & Inn	16	14
Brockway Springs Resort	15	13
Tahoe Getaways Vacation Rentals	15	13
Sunnyside Restaurant & Lodge	14	14
Lake Tahoe Accommodations	13	13
Sierra Vacations by Natural Retreats	13	12
Goldfish Properties	12	9
PlumpJack Squaw Valley Inn	12	12
Sierra Mountain Properties	12	12
SellMyTimeShareNow.com	11	11
Sun Bear Realty & Vacation Rentals	11	10
Olympic Village Inn	10	9
Red Wolf Lodge at Squaw Valley	10	10
Stay In Lake Tahoe	10	10
Tahoe Signature Properties	10	9
Hauserman Rental Group	9	9
PepperTree Inn	9	8
Tahoe Accommodations	8	8
Tahoe Exclusive Vacation Rentals	8	7

Vacation Station, Inc.	8	7
West Lake Properties at Tahoe	8	7
First Accommodations, Inc.	7	6
Parkside Inn at Incline	7	7
Tahoe Donner Cross Country Ski Center	7	6
Tahoe Donner Golf Course	6	6
Americas Best Value Inn Tahoe City	5	5
Incline Vacation Rentals	5	4
Tahoe Woodside Vacation Rentals	5	4
Constellation Residences at Northstar	4	4
Franciscan Lakeside Lodge	4	4
Gar Woods Grill & Pier	3	3
Holiday House	3	3
Firelite Lodge	2	2
Squaw Valley Lodge	2	2
The Lodge at Obexers	2	2
Tahoe Vistana Inn	1	1
	823	752

Lodging Referrals - 4/1/21-4/30/21	Total Lodging Listing Site	Unique Lodging Listing Site
Hyatt High Sierra Lodge, A Hyatt Residence Club	90	89
Hyatt Regency Lake Tahoe Resort Spa & Casino	61	59
AvantStay	59	54
Cedar Crest Cottages	59	53
Basecamp Hotel Tahoe City	39	37
River Ranch Lodge and Restaurant	34	33
Tahoe Luxury Properties	33	29
Tahoe Time Vacation Rental	33	32
Granlibakken Tahoe	30	27
Mourelatos Lakeshore Resort	30	29
Donner Lake Village	29	29
Meeks Bay Resort & Marina	29	27
The Inn at Boatworks	28	27
The Ritz-Carlton, Lake Tahoe	28	26
Tahoe Rental Company	27	26
Cedar Glen Lodge	24	23
Hostel Tahoe in Kings Beach	23	16
Red Wolf Lakeside Lodge	23	23
Rockwood Lodge	23	23
Resort at Squaw Creek	22	20
Northstar California Resort	21	19
Cottage Inn at Lake Tahoe	20	20
North Tahoe Rental Company	20	12
Tahoe Vacation Rentals	19	18
VACAY North Tahoe	19	17
Tahoe Rentals by Wells and Bennett Realtors	17	16
West Shore Cafe & Inn	17	17
East West Hospitality at Tahoe	16	12
Tahoe Biltmore Lodge & Casino	16	15
Rustic Cottages	15	13
Tahoe Moon Properties	15	12
Tahoe Mountain Properties	15	14
Tahoe Real Estate Group	14	13
Gar Woods Grill & Pier	13	12
Tahoe Truckee Factory Stores	13	12
Brockway Springs Resort	12	12
Sierra Vacations by Natural Retreats	12	10
Sunnyside Restaurant & Lodge	12	12
Tahoe Sands Resort	12	12
Incline Vacation Rentals	11	10

Parkside Inn at Incline	11	11
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Hauserman Rental Group	10	10
Olympic Village Inn	10	10
PepperTree Inn	10	9
Tahoe Vista Lodge and Cabins	10	9
Ferrari's Crown Resort	9	9
Northstar Lodge by Welk Resorts	9	8
PlumpJack Squaw Valley Inn	9	9
Chaney House	8	8
Donner Summit Rentals	8	7
Franciscan Lakeside Lodge	8	8
LakeFrontHouse.com	8	6
Tahoe Signature Properties	8	7
Tahoma Meadows Cottages	8	8
Vacation Tahoe by O'Neal Brokers	8	8
Pullen Realty Group	7	7
Red Wolf Lodge at Squaw Valley	7	6
SellMyTimeShareNow.com	7	7
Sun Bear Realty & Vacation Rentals	7	7
Tahoe Tavern Properties	7	6
The Border House at Crystal Bay Casino	7	7
Chinquapin / Packard Realty	6	5
Firelite Lodge	6	6
Sierra Mountain Properties	6	6
Vacation Station, Inc.	6	5
Castle Peak Vacation Rentals	5	5
Club Tahoe Resort	5	5
Lake Tahoe Deluxe Vacation Rentals	5	5
Tahoe Accommodations	5	5
Tahoe Donner Cross Country Ski Center	5	5
The Lodge at Obexers	5	4
Waters of Tahoe Properties	5	5
Holiday House	4	4
Lake Tahoe Accommodations	4	4
Martis Valley Associates Property Rentals	4	3
Mother Natures Inn	4	3
Squaw Valley Lodge	4	4
Tahoe Exclusive Vacation Rentals	4	4
Tahoe Vistana Inn	4	4
Tamarack Lodge	4	4
The Hotel at Sugar Bowl	4	4
The Village at Squaw Valley	4	4

West Lake Properties at Tahoe	4	4
Agate Bay Realty Vacation Rentals	3	3
Christy Lodge	3	3
Martis Valley Vacation Rentals	3	3
Stevenson's Holliday Inn	3	3
Tahoe Edgelake Beach Club	3	3
Tahoe Getaways Vacation Rentals	3	3
Tahoe Woodside Vacation Rentals	3	2
Americas Best Value Inn Tahoe City	2	2
Constellation Residences at Northstar	2	2
Tahoe Marina Lodge	2	2
Tahoe North Shore Lodge	2	2
Caliente! Lake Tahoe	1	1
First Accommodations, Inc.	1	1
Goldfish Properties	1	1
Stay In Lake Tahoe	1	1
The Cedar House Sport Hotel	1	1
Total	1356	1267