

July 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 1654 Units (DestiMetrics Census**) and 51.21% of 3229 total units in the North Lake Tahoe destination (Destination Census***)

Last Month Performance: Current YTD vs. Previous YTD	2021/22	2020/21	Year over Year Variance
North Lake Tahoe Occupancy for last month (Jul) changed by (33.5%)	Occupancy (Jul) : 71.9%	53.8%	33.5%
North Lake Tahoe ADR for last month (Jul) changed by (15.0%)	ADR (Jul) : \$ 558	\$ 485	15.0%
North Lake Tahoe RevPAR for last month (Jul) changed by (53.5%)	RevPAR (Jul) : \$ 401	\$ 261	53.5%
Next Month Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for next month (Aug) changed by (66.6%)	Occupancy (Aug) : 61.4%	36.8%	66.6%
North Lake Tahoe ADR for next month (Aug) changed by (0.1%)	ADR (Aug) : \$ 506	\$ 506	0.1%
North Lake Tahoe RevPAR for next month (Aug) changed by (66.7%)	RevPAR (Aug) : \$ 311	\$ 186	66.7%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for the past 6 months changed by (87.6%)	Occupancy : 52.6%	28.0%	87.6%
North Lake Tahoe ADR for the past 6 months changed by (-1.0%)	ADR : \$ 424	\$ 428	-1.0%
North Lake Tahoe RevPAR for the past 6 months changed by (85.8%)	RevPAR : \$ 223	\$ 120	85.8%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for the future 6 months changed by (101.6%)	Occupancy : 29.6%	14.7%	101.6%
North Lake Tahoe ADR for the future 6 months changed by (-2.2%)	ADR : \$ 402	\$ 411	-2.2%
North Lake Tahoe RevPAR for the future 6 months changed by (97.2%)	RevPAR : \$ 119	\$ 61	97.2%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Jul 31, 2021 vs. Previous Year			
Rooms Booked during last month (Jul,21) compared to Rooms Booked during the same period last year (Jul,20) for all arrival dates has changed by (6.4%)	Booking Pace (Jul) : 4.8%	4.5%	6.4%

* 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 July 2021

CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 21/22

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 21/22</u>	<u>FY 20/21</u>	<u>Variance</u>
Total Revenue Booked as of 7/31/21:	\$1,670,835	\$1,595,907	5%
Number of Room Nights:	8,044	6986	15%
Number of Delegates:	3629	3073	18%
Annual Revenue Goal:	\$2,000,000	\$2,000,000	0%

<u>Monthly Detail/Activity</u>	<u>July-21</u>	<u>July-20</u>
<u>Number of Groups Booked:</u>	1	0
Revenue Booked:	\$45,903	\$0
Room Nights:	100	0
Number of Delegates:	50	0
Booked Group Types:	1 Corp.	0
Lost Business, # of Groups:	22	0
<u>Arrived in the month</u>	<u>July-21</u>	<u>July-20</u>
Number of Groups:	2	2
Revenue Arrived:	\$208,360	\$21,415
Room Nights:	795	80
Number of Delegates:	330	39
Arrived Group Types:	2 Assoc.	1 CA Assoc.

	<u>Current Numbers</u>	<u>Goals</u>
For 2022/23:	\$269,367	\$2,000,000
For 2023/24:	\$100,804	\$2,000,000

NUMBER OF LEADS Generated as of 7/31/21:	9
YTD 7/31/20:	9
YTD 7/31/19:	33

Total Number of Leads Generated in Previous Years:

2020/2021	90
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 - 7/1/21-7/31/21	Total Lodging Book Now	Unique Lodging Book Now
Cedar Crest Cottages	115	111
Hyatt Regency Lake Tahoe Resort Spa & Casino	110	106
Tahoe Vacation Rentals	93	91
Red Wolf Lakeside Lodge	86	82
Mourelatos Lakeshore Resort	55	55
Resort at Squaw Creek	55	52
Cedar Glen Lodge	54	50
Tahoe Rental Company	52	50
Northstar California Resort	51	43
The Ritz-Carlton, Lake Tahoe	50	48
East West Hospitality at Tahoe	47	26
The Village at Squaw Valley	46	40
Northstar Lodge by Welk Resorts	44	42
Olympic Village Inn	41	38
Tahoe Biltmore Lodge & Casino	40	38
PepperTree Inn	37	33
Sunnyside Restaurant & Lodge	37	37
PlumpJack Inn	36	33
Tahoe Luxury Properties	34	33
West Shore Cafe & Inn	32	31
Parkside Inn at Incline	27	22
Constellation Residences at Northstar	26	21
Tahoma Meadows Cottages	26	26
Red Wolf Lodge at Squaw Valley	23	22
Brockway Springs Resort	21	19
Gar Woods Grill & Pier	21	20
Tahoe Real Estate Group	20	19
SellMyTimeShareNow.com	19	18
VACAY North Tahoe	18	17
Sierra Mountain Properties	17	17
Sun Bear Realty & Vacation Rentals	16	16
West Lake Properties at Tahoe	16	15
Firelite Lodge	15	14
Sierra Vacations by Natural Retreats	15	15
Incline Vacation Rentals	13	13
Tahoe Donner Golf Course	13	13
Tahoe Getaways Vacation Rentals	13	13
Agate Bay Realty Vacation Rentals	12	12
Waters of Tahoe Properties	12	10
Hauserman Rental Group	11	11

Lake Tahoe Accommodations	11	10
Vacation Station, Inc.	11	11
Squaw Valley Lodge	10	9
Tahoe Vistana Inn	10	10
Tahoe Accommodations	9	9
Tahoe Woodside Vacation Rentals	9	9
Franciscan Lakeside Lodge	8	8
Goldfish Properties	7	7
First Accommodations, Inc.	6	6
Tahoe Exclusive Vacation Rentals	6	6
Tahoe Signature Properties	6	6
Americas Best Value Inn Tahoe City	3	3
Holiday House	2	2
	1567	1468

Lodging Referrals - 7/1/21-7/31/21	Total Lodging Listing Site	Unique Lodging Listing Site
Hyatt High Sierra Lodge, A Hyatt Residence Club	179	173
AvantStay	171	162
Hyatt Regency Lake Tahoe Resort Spa & Casino	112	110
Basecamp Hotel Tahoe City	94	89
Donner Lake Village	91	90
Cedar Crest Cottages	83	80
The Inn at Boatworks	66	64
Rockwood Lodge	56	54
Meeks Bay Resort & Marina	55	55
River Ranch Lodge and Restaurant	55	52
Tahoe Truckee Factory Stores	54	52
Tahoe Vacation Rentals	54	52
Granlibakken Tahoe	51	49
Red Wolf Lakeside Lodge	46	43
Resort at Squaw Creek	46	46
Tahoe Rental Company	46	41
Cedar Glen Lodge	44	42
Mourelatos Lakeshore Resort	44	39
Tahoe Time Vacation Rental	39	38
Cottage Inn at Lake Tahoe	36	34
Tahoe Vista Lodge and Cabins	33	31
Tahoe Luxury Properties	31	28
West Shore Cafe & Inn	31	29
Northstar California Resort	29	27
Northstar Lodge by Welk Resorts	29	27
East West Hospitality at Tahoe	28	20
Olympic Village Inn	27	25
Tahoe Sands Resort	27	27
The Village at Squaw Valley	27	24
Chaney House	26	23
North Tahoe Rental Company	26	17
Rustic Cottages	26	25
Tahoe Mountain Properties	26	24
The Ritz-Carlton, Lake Tahoe	25	24
Sunnyside Restaurant & Lodge	24	23
Tahoe Biltmore Lodge & Casino	22	22
Tahoma Meadows Cottages	22	21
Stay In Lake Tahoe	21	19
Tahoe Real Estate Group	21	21
Crown Motel & Family Resort	20	20

BEST. VACATION. EVER... InvitedHome.com	19	18
Brockway Springs Resort	19	18
Castle Peak Vacation Rentals	19	18
Donner Summit Rentals	19	18
Gar Woods Grill & Pier	18	18
SellMyTimeShareNow.com	18	17
PepperTree Inn	16	16
Sierra Mountain Properties	16	14
Sierra Vacations by Natural Retreats	16	15
Tahoe Rentals by Wells and Bennett Realtors	16	14
Parkside Inn at Incline	15	15
Squaw Valley Lodge	15	14
Vacation Tahoe by O'Neal Brokers	15	15
Lake Tahoe Deluxe Vacation Rentals	13	12
Mother Natures Inn	13	12
PlumpJack Inn	13	12
Pullen Realty Group	13	12
Sun Bear Realty & Vacation Rentals	13	13
Tahoe Moon Properties	13	13
Tamarack Lodge	13	12
VACAY North Tahoe	13	12
Stevenson's Holliday Inn	12	12
Tahoe Woodside Vacation Rentals	12	12
The Border House at Crystal Bay Casino	12	11
Agate Bay Realty Vacation Rentals	11	11
Constellation Residences at Northstar	11	10
Franciscan Lakeside Lodge	11	9
Lake Tahoe Accommodations	11	9
The Hotel at Sugar Bowl	11	11
Chinquapin / Packard Realty	10	10
LakeFrontHouse.com	10	10
Tahoe Donner Golf Course	10	10
Tahoe Getaways Vacation Rentals	10	10
Hauserman Rental Group	9	9
Tahoe Edgelake Beach Club	9	9
Vacation Station, Inc.	9	9
Waters of Tahoe Properties	9	9
Christy Lodge	8	8
Club Tahoe Resort	8	7
Goldfish Properties	8	8
Tahoe Marina Lodge	8	8
Holiday House	7	7
Martis Valley Associates Property Rentals	7	6

Martis Valley Vacation Rentals	7	7
Tahoe Tavern Properties	7	7
First Accommodations, Inc.	6	6
Incline Vacation Rentals	6	6
Tahoe Accommodations	6	6
Tahoe North Shore Lodge	6	6
Tahoe Vistana Inn	6	6
West Lake Properties at Tahoe	6	6
Red Wolf Lodge at Squaw Valley	5	4
Tahoe Signature Properties	5	5
The Lodge at Obexers	5	5
Firelite Lodge	4	4
Americas Best Value Inn Tahoe City	3	3
West Shore Sports	3	2
Caliente! Lake Tahoe	2	2
Tahoe Exclusive Vacation Rentals	2	2
Tahoe Donner Cross Country Ski Center	1	1
	2561	2433