

# August 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 1664 Units ("DestiMetrics Census\*\*") and 51.52% 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 (Aug) changed by (-1.5%)	Occupancy (Aug) :	48.5%	49.3%	-1.5%
North Lake Tahoe ADR for last month (Aug) changed by (2.1%)	ADR (Aug) :	\$ 489	\$ 479	2.1%
North Lake Tahoe RevPAR for last month (Aug) changed by (0.5%)	RevPAR (Aug) :	\$ 237	\$ 236	0.5%
Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (Sep) changed by (13.1%)	Occupancy (Sep) :	34.5%	30.5%	13.1%
North Lake Tahoe ADR for next month (Sep) changed by (-18.9%)	ADR (Sep) :	\$ 326	\$ 402	-18.9%
North Lake Tahoe RevPAR for next month (Sep) changed by (-8.3%)	RevPAR (Sep) :	\$ 112	\$ 123	-8.3%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the past 6 months changed by (96.8%)	Occupancy	51.3%	26.1%	96.8%
North Lake Tahoe ADR for the past 6 months changed by (-3.7%)	ADR	\$ 429	\$ 446	-3.7%
North Lake Tahoe RevPAR for the past 6 months changed by (89.5%)	RevPAR	\$ 220	\$ 116	89.5%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the future 6 months changed by (93.0%)	Occupancy	21.6%	11.2%	93.0%
North Lake Tahoe ADR for the future 6 months changed by (-6.6%)	ADR	\$ 371	\$ 397	-6.6%
North Lake Tahoe RevPAR for the future 6 months changed by (80.3%)	RevPAR	\$ 80	\$ 45	80.3%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Aug 31, 2021 vs. Previous Year				
Rooms Booked during last month (Aug,21) compared to Rooms Booked during the same period last year (Aug,20) for all arrival dates has changed by (-156.7%)	Booking Pace (Aug)	-2.0%	3.5%	-156.7%

\* 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 Aug 2021

**CONFERENCE REVENUE STATISTICS**

*North Shore Properties*

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

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	<u>FY 21/22</u>	<u>FY 20/21</u>	<u>Variance</u>
Total Revenue Booked as of 7/31/21:	\$1,670,835	\$1,068,796	56%
Number of Room Nights:	8,044	5024	60%
Number of Delegates:	3629	1943	87%
Annual Revenue Goal:	\$2,000,000	\$2,000,000	0%

<u>Monthly Detail/Activity</u>	<u>August-21</u>	<u>August-20</u>
<u>Number of Groups Booked:</u>	0	2
Revenue Booked:	\$0	\$61,662
Room Nights:	0	353
Number of Delegates:	0	317
Booked Group Types:	0	1 Corp., 1 SMF
Lost Business, # of Groups:	10	14

<u>Arrived in the month</u>	<u>August-21</u>	<u>August-20</u>
Number of Groups:	4	1
Revenue Arrived:	\$444,915	\$5,907
Room Nights:	1816	53
Number of Delegates:	915	17
Arrived Group Types:	3 Corp., 1 Assoc.	1 Corp.

<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.

Current Numbers

Goals

For 2022/23:	\$269,367	\$2,000,000
For 2023/24:	\$100,804	\$2,000,000

NUMBER OF LEADS Generated as of 8/31/21:	19
YTD 8/31/20:	15
YTD 8/31/19:	61

**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

<b>Lodging Book Now Referrals - 8/1/21-8/31/21</b>	<b>Total Lodging Book Now</b>	<b>Unique Lodging Book Now</b>
Cedar Crest Cottages	59	56
Hyatt Regency Lake Tahoe Resort Spa & Casino	59	57
Tahoe Vacation Rentals	51	49
Red Wolf Lakeside Lodge	31	29
PlumpJack Inn	30	26
East West Hospitality at Tahoe	25	11
West Shore Cafe & Inn	25	23
The Ritz-Carlton, Lake Tahoe	24	23
Tahoe Luxury Properties	23	23
Tahoe Rental Company	21	21
Cedar Glen Lodge	20	20
Tahoma Meadows Cottages	20	19
Constellation Residences at Northstar	19	14
The Village at Squaw Valley	19	15
Resort at Squaw Creek	18	18
Tahoe Real Estate Group	18	18
Mourelatos Lakeshore Resort	17	16
Olympic Village Inn	17	17
Parkside Inn at Incline	16	15
Tahoe Biltmore Lodge & Casino	16	16
Northstar California Resort	15	14
Northstar Lodge by Welk Resorts	15	14
Sunnyside Restaurant & Lodge	14	13
PepperTree Inn	13	13
VACAY North Tahoe	13	10
Brockway Springs Resort	12	12
Tahoe Vistana Inn	11	11
Agate Bay Realty Vacation Rentals	9	9
Gar Woods Grill & Pier	9	9
SellMyTimeShareNow.com	9	9
Waters of Tahoe Properties	9	8
Franciscan Lakeside Lodge	8	8
Sun Bear Realty & Vacation Rentals	8	8
Lake Tahoe Accommodations	7	7
Red Wolf Lodge at Squaw Valley	7	7
Sierra Mountain Properties	7	7
Tahoe Getaways Vacation Rentals	7	6
Holiday House	6	5
Sierra Vacations by Natural Retreats	6	5
Tahoe Donner Golf Course	6	6

Tahoe Woodside Vacation Rentals	6	5
Hauserman Rental Group	5	5
Incline Vacation Rentals	5	5
First Accommodations, Inc.	4	4
Americas Best Value Inn Tahoe City	3	3
Caliente! Lake Tahoe	3	3
Firelite Lodge	3	3
Tahoe Signature Properties	3	3
Vacation Station, Inc.	3	3
Tahoe Exclusive Vacation Rentals	2	2
West Lake Properties at Tahoe	2	2
Goldfish Properties	1	1
Tahoe Accommodations	1	1
Tahoe Donner Cross Country Ski Center	1	1
	<b>761</b>	<b>708</b>

Lodging Referrals - 8/1/21-8/31/21	Total Lodging Listing Site	Unique Lodging Listing Site
AvantStay	98	96
Hyatt High Sierra Lodge, A Hyatt Residence Club	83	80
Hyatt Regency Lake Tahoe Resort Spa & Casino	79	71
Tahoe Truckee Factory Stores	45	41
Basecamp Hotel Tahoe City	43	43
Tahoe Rental Company	41	39
Cedar Crest Cottages	37	36
Donner Lake Village	29	27
Resort at Squaw Creek	26	26
Rockwood Lodge	25	24
Tahoe Biltmore Lodge & Casino	25	25
Tahoe Time Vacation Rental	25	23
The Inn at Boatworks	25	25
Granlibakken Tahoe	24	24
Tahoe Mountain Properties	24	24
Tahoe Luxury Properties	23	23
River Ranch Lodge and Restaurant	21	21
Cottage Inn at Lake Tahoe	20	20
Red Wolf Lakeside Lodge	20	19
Tahoe Vacation Rentals	20	19
Tahoe Vista Lodge and Cabins	20	16
Mourelatos Lakeshore Resort	19	17
Cedar Glen Lodge	18	18
Castle Peak Vacation Rentals	17	16
Rustic Cottages	17	14
Tahoe Rentals by Wells and Bennett Realtors	17	16
The Ritz-Carlton, Lake Tahoe	17	16
Gar Woods Grill & Pier	16	16
North Tahoe Rental Company	16	9
Northstar Lodge by Welk Resorts	16	13
Meeks Bay Resort & Marina	15	14
Northstar California Resort	15	15
The Village at Squaw Valley	15	13
West Shore Cafe & Inn	14	13
Donner Summit Rentals	13	13
East West Hospitality at Tahoe	13	10
Chaney House	12	11
Crown Motel & Family Resort	12	11
PlumpJack Inn	12	12
Hauserman Rental Group	10	9

Tahoe Real Estate Group	10	10
Tamarack Lodge	10	10
Vacation Tahoe by O'Neal Brokers	10	10
BEST. VACATION. EVER... InvitedHome.com	9	9
Brockway Springs Resort	9	9
Lake Tahoe Accommodations	9	9
Pullen Realty Group	9	9
Sierra Mountain Properties	9	8
Tahoe Sands Resort	9	9
Parkside Inn at Incline	8	8
Stay In Lake Tahoe	8	7
Tahoe Marina Lodge	8	8
Tahoma Meadows Cottages	8	8
LakeFrontHouse.com	7	7
Olympic Village Inn	7	7
Squaw Valley Lodge	7	6
Tahoe Accommodations	7	7
VACAY North Tahoe	7	5
Franciscan Lakeside Lodge	6	6
Martis Valley Associates Property Rentals	6	6
Sunnyside Restaurant & Lodge	6	6
Tahoe Moon Properties	6	6
Chinquapin / Packard Realty	5	5
<b>First Accommodations, Inc.</b>	<b>5</b>	<b>4</b>
Incline Vacation Rentals	5	5
Mother Natures Inn	5	5
Tahoe Getaways Vacation Rentals	5	5
West Shore Sports	5	5
Lake Tahoe Deluxe Vacation Rentals	4	4
Martis Valley Vacation Rentals	4	4
Red Wolf Lodge at Squaw Valley	4	4
Sierra Vacations by Natural Retreats	4	4
Stevenson's Holliday Inn	4	4
Sun Bear Realty & Vacation Rentals	4	4
Tahoe Donner Cross Country Ski Center	4	4
Tahoe Signature Properties	4	4
Tahoe Tavern Properties	4	4
West Lake Properties at Tahoe	4	4
Christy Lodge	3	2
Club Tahoe Resort	3	3
Constellation Residences at Northstar	3	3
Tahoe Donner Golf Course	3	3
Tahoe Edgelake Beach Club	3	3



Tahoe Exclusive Vacation Rentals	3	3
Tahoe North Shore Lodge	3	3
Tahoe Vistana Inn	3	3
The Hotel at Sugar Bowl	3	3
Americas Best Value Inn Tahoe City	2	2
Goldfish Properties	2	2
Holiday House	2	2
PepperTree Inn	2	2
SellMyTimeShareNow.com	2	2
The Border House at Crystal Bay Casino	2	2
The Lodge at Obexers	2	2
Vacation Station, Inc.	2	2
Waters of Tahoe Properties	2	2
Agate Bay Realty Vacation Rentals	1	1
Caliente! Lake Tahoe	1	1
Firelite Lodge	1	1
Tahoe Woodside Vacation Rentals	1	1
	<b>1331</b>	<b>1265</b>