

September Standing Reports

Celebrate
Relax
Experience

it's human ature

Executive Summary

Data based on a sample of up to 12 properties in the North Lake Tahoe destination, representing up to 1650 Units (DestiMetrics Census**) and 51.10% 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 (Sep) changed by (-34.4%)	Occupancy (Sep) : 27.2%	41.5%	-34.4%
North Lake Tahoe ADR for last month (Sep) changed by (-16.7%)	ADR (Sep) : \$ 308	\$ 369	-16.7%
North Lake Tahoe RevPAR for last month (Sep) changed by (-45.4%)	RevPAR (Sep) : \$ 84	\$ 153	-45.4%
Next Month Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for next month (Oct) changed by (59.9%)	Occupancy (Oct) : 36.1%	22.6%	59.9%
North Lake Tahoe ADR for next month (Oct) changed by (-8.5%)	ADR (Oct) : \$ 270	\$ 295	-8.5%
North Lake Tahoe RevPAR for next month (Oct) changed by (46.3%)	RevPAR (Oct) : \$ 97	\$ 67	46.3%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for the past 6 months changed by (57.5%)	Occupancy : 46.4%	29.5%	57.5%
North Lake Tahoe ADR for the past 6 months changed by (-1.6%)	ADR : \$ 432	\$ 439	-1.6%
North Lake Tahoe RevPAR for the past 6 months changed by (55.0%)	RevPAR : \$ 201	\$ 129	55.0%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for the future 6 months changed by (75.6%)	Occupancy : 21.8%	12.4%	75.6%
North Lake Tahoe ADR for the future 6 months changed by (1.6%)	ADR : \$ 408	\$ 402	1.6%
North Lake Tahoe RevPAR for the future 6 months changed by (78.5%)	RevPAR : \$ 89	\$ 50	78.5%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Sep 30, 2021 vs. Previous Year			
Rooms Booked during last month (Sep,21) compared to Rooms Booked during the same period last year (Sep,20) for all arrival dates has changed by (-66.8%)	Booking Pace (Sep) : 2.3%	6.8%	-66.8%

* 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.

© 2021 Sterling Valley Systems, Inc. All rights reserved. No parts of this work may be reproduced in any form or by any means, graphic, electronic or mechanical, including photocopying, recording, taping or information storage and retrieval systems - without the written permission of the copyright holder. Products that are referred to in this document may be either trademarks and/or registered trademarks of the respective owners. The publisher and the author make no claim to these Trademarks. While every precaution has been taken in the preparation of this document, the publisher and the author assume no responsibility for errors or omissions, or for damages resulting from the use of information contained in this document or from the use of programs and source code that may accompany it. In no event shall the publisher or author be liable for any loss of profit or any other commercial damage caused or alleged to have been caused directly or indirectly by this document.

Monthly Report Sep 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 9/30/21:	\$1,792,943	\$1,096,681	63%
Number of Room Nights:	8,304	4979	67%
Number of Delegates:	3909	2163	81%
Annual Revenue Goal:	\$2,000,000	\$2,000,000	0%

Monthly Detail/Activity	<u>September-21</u>	<u>September-20</u>
<u>Number of Groups Booked:</u>	0	1
Revenue Booked:	\$0	\$57,355
Room Nights:	0	345
Number of Delegates:	0	120
Booked Group Types:	0	1 Assoc.
Lost Business, # of Groups:	10	2

<u>Arrived in the month</u>	<u>September-21</u>	<u>September-20</u>
Number of Groups:	4	2
Revenue Arrived:	\$111,814	\$73,873
Room Nights:	718	343
Number of Delegates:	255	175
Arrived Group Types:	1 Govt., 1 SMF, 1 Assoc., 1 MP	1 Corp, 1 Non-profit

Monthly Detail/Activity	<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.

Monthly Detail/Activity	<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:	\$337,674	\$2,000,000
For 2023/24:	\$100,804	\$2,000,000

NUMBER OF LEADS Generated as of 9/30/21:	20
YTD 9/30/20:	29
YTD 9/30/19:	89

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 - 9/1/21-9/31/21	Total Lodging Book Now	Unique Lodging Book Now
Natural Retreats – North Lake Tahoe	63	61
Hyatt Regency Lake Tahoe Resort Spa & Casino	38	38
Cedar Crest Cottages	31	30
Tahoe Vacation Rentals	27	24
East West Hospitality at Tahoe	22	14
Tahoe Rental Company	19	17
Cedar Glen Lodge	18	15
Northstar California Resort	15	13
Parkside Inn at Incline	15	10
Resort at Squaw Creek	15	15
Red Wolf Lakeside Lodge	14	13
Tahoe Luxury Properties	13	12
Brockway Springs Resort	12	11
Olympic Village Inn	11	11
Mourelatos Lakeshore Resort	10	10
Red Wolf Lodge at Squaw Valley	10	10
The Ritz-Carlton, Lake Tahoe	10	8
PlumpJack Inn	9	8
PepperTree Inn	8	7
Tahoe Biltmore Lodge & Casino	8	7
Tahoe Real Estate Group	8	8
Tahoma Meadows Cottages	8	7
West Shore Cafe & Inn	8	8
Agate Bay Realty Vacation Rentals	7	6
Constellation Residences at Northstar	7	6
Northstar Lodge by Welk Resorts	7	7
The Village at Palisades Tahoe	7	7
Tahoe Donner Golf Course	6	6
Tahoe Exclusive Vacation Rentals	6	5
Goldfish Properties	5	5
SellMyTimeShareNow.com	5	5
VACAY North Tahoe	5	5
Holiday House	4	3
Incline Vacation Rentals	4	3
Lake Tahoe Accommodations	4	3
Sunnyside Restaurant & Lodge	4	4
The Village at Squaw Valley	4	3
Waters of Tahoe Properties	4	4
Franciscan Lakeside Lodge	3	3
Hauserman Rental Group	3	3

Sierra Mountain Properties	3	3
Americas Best Value Inn Tahoe City	2	2
First Accommodations, Inc.	2	2
Sierra Vacations by Natural Retreats	2	2
Tahoe Getaways Vacation Rentals	2	2
Tahoe Vistana Inn	2	2
Tahoe Woodside Vacation Rentals	2	2
Firelite Lodge	1	1
Gar Woods Grill & Pier	1	1
Sun Bear Realty & Vacation Rentals	1	1
Tahoe Accommodations	1	1
Tahoe Donner Cross Country Ski Center	1	1
Tahoe Signature Properties	1	1
	498	456

Lodging Referrals - 9/1/21-9/30/21	Total Lodging Listing Site	Unique Lodging Listing Site
AvantStay	92	90
Hyatt High Sierra Lodge, A Hyatt Residence Club	61	56
Natural Retreats – North Lake Tahoe	43	42
Tahoe Truckee Factory Stores	41	34
Cedar Crest Cottages	40	39
Basecamp Hotel Tahoe City	37	37
Hyatt Regency Lake Tahoe Resort Spa & Casino	36	36
Donner Lake Village	32	32
River Ranch Lodge and Restaurant	29	28
Tahoe Mountain Properties	27	26
Tahoe Rental Company	25	22
North Tahoe Rental Company	23	12
Tahoe Biltmore Lodge & Casino	23	21
Tahoe Vacation Rentals	23	22
Cottage Inn at Lake Tahoe	21	20
Red Wolf Lakeside Lodge	21	19
Rustic Cottages	21	19
Tahoe Time Vacation Rental	21	18
The Inn at Boatworks	20	20
Tahoe Luxury Properties	19	18
Brockway Springs Resort	18	18
East West Hospitality at Tahoe	18	12
Resort at Squaw Creek	18	18
Meeks Bay Resort & Marina	17	15
Tahoe Sands Resort	16	14
Mourelatos Lakeshore Resort	15	15
Tahoe Real Estate Group	14	14
BEST. VACATION. EVER... InvitedHome.com	13	12
Gar Woods Grill & Pier	13	13
Northstar California Resort	13	11
Rockwood Lodge	13	12
Sunnyside Restaurant & Lodge	13	13
Castle Peak Vacation Rentals	11	10
Cedar Glen Lodge	11	11
Chaney House	11	10
Northstar Lodge by Welk Resorts	11	11
Tahoe Getaways Vacation Rentals	11	11
Tahoe Vista Lodge and Cabins	11	10
The Ritz-Carlton, Lake Tahoe	11	11
Crown Motel & Family Resort	10	10

Granlibakken Tahoe	10	10
Hauserman Rental Group	10	9
Pullen Realty Group	10	9
Tahoma Meadows Cottages	10	10
The Hotel at Sugar Bowl	10	9
West Shore Cafe & Inn	10	10
Stay In Lake Tahoe	9	8
Tahoe Edgelake Beach Club	9	6
Tamarack Lodge	9	8
PlumpJack Inn	8	8
Agate Bay Realty Vacation Rentals	7	7
Donner Summit Rentals	7	7
Lake Tahoe Deluxe Vacation Rentals	7	7
Parkside Inn at Incline	7	7
PepperTree Inn	7	6
Sierra Mountain Properties	7	7
Tahoe Rentals by Wells and Bennett Realtors	7	7
Chinquapin / Packard Realty	6	6
Franciscan Lakeside Lodge	6	6
LakeFrontHouse.com	6	6
Olympic Village Inn	6	6
Red Wolf Lodge at Squaw Valley	6	6
SellMyTimeShareNow.com	6	6
Tahoe Marina Lodge	6	4
Tahoe Signature Properties	6	6
VACAY North Tahoe	6	5
Constellation Residences at Northstar	5	5
Squaw Valley Lodge	5	5
Stevenson's Holliday Inn	5	5
The Border House at Crystal Bay Casino	5	4
Waters of Tahoe Properties	5	5
West Lake Properties at Tahoe	5	5
Club Tahoe Resort	4	4
Lake Tahoe Accommodations	4	4
Martis Valley Vacation Rentals	4	4
Sun Bear Realty & Vacation Rentals	4	3
Tahoe Exclusive Vacation Rentals	4	4
Tahoe Vistana Inn	4	4
The Village at Palisades Tahoe	4	4
Vacation Tahoe by O'Neal Brokers	4	4
Christy Lodge	3	2
Goldfish Properties	3	2
Incline Vacation Rentals	3	3

Martis Valley Associates Property Rentals	3	3
Sierra Vacations by Natural Retreats	3	2
Tahoe Donner Cross Country Ski Center	3	3
Tahoe Moon Properties	3	2
Firelite Lodge	2	2
Mother Natures Inn	2	2
Tahoe Tavern Properties	2	2
The Lodge at Obexers	2	2
Vacation Station, Inc.	2	2
Americas Best Value Inn Tahoe City	1	1
First Accommodations, Inc.	1	1
Holiday House	1	1
Sandy's Pub at the Resort at Squaw Creek	1	1
Tahoe Accommodations	1	1
Tahoe North Shore Lodge	1	1
Tahoe Woodside Vacation Rentals	1	1
The Village at Squaw Valley	1	1
	1222	1143