

October 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 1525 Units (DestiMetrics Census**) and 47.22% 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 (Oct) changed by (10.7%)	Occupancy (Oct) : 40.6%	36.7%	10.7%
North Lake Tahoe ADR for last month (Oct) changed by (-2.7%)	ADR (Oct) : \$ 258	\$ 265	-2.7%
North Lake Tahoe RevPAR for last month (Oct) changed by (7.7%)	RevPAR (Oct) : \$ 105	\$ 97	7.7%
Next Month Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for next month (Nov) changed by (39.6%)	Occupancy (Nov) : 29.3%	21.0%	39.6%
North Lake Tahoe ADR for next month (Nov) changed by (-0.3%)	ADR (Nov) : \$ 278	\$ 279	-0.3%
North Lake Tahoe RevPAR for next month (Nov) changed by (39.2%)	RevPAR (Nov) : \$ 82	\$ 59	39.2%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for the past 6 months changed by (29.5%)	Occupancy : 46.3%	35.8%	29.5%
North Lake Tahoe ADR for the past 6 months changed by (4.3%)	ADR : \$ 428	\$ 411	4.3%
North Lake Tahoe RevPAR for the past 6 months changed by (35.1%)	RevPAR : \$ 198	\$ 147	35.1%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for the future 6 months changed by (76.1%)	Occupancy : 24.5%	13.9%	76.1%
North Lake Tahoe ADR for the future 6 months changed by (7.8%)	ADR : \$ 445	\$ 413	7.8%
North Lake Tahoe RevPAR for the future 6 months changed by (89.7%)	RevPAR : \$ 109	\$ 57	89.7%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Oct 31, 2021 vs. Previous Year			
Rooms Booked during last month (Oct,21) compared to Rooms Booked during the same period last year (Oct,20) for all arrival dates has changed by (25.9%)	Booking Pace (Oct)	6.1%	25.9%

* 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 Oct 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 10/31/21:	\$1,747,110	\$1,098,382	59%
Number of Room Nights:	8,177	4958	65%
Number of Delegates:	3874	2196	76%
Annual Revenue Goal:	\$2,000,000	\$2,000,000	0%

Monthly Detail/Activity	<u>October-21</u>	<u>October-20</u>
<u>Number of Groups Booked:</u>	4	2
Revenue Booked:	\$121,383	\$136,331
Room Nights:	579	569
Number of Delegates:	390	250
Booked Group Types:	3 Corp. 1 Assn.	2 Corp.
Lost Business, # of Groups:	35	0

<u>Arrived in the month</u>	<u>October-21</u>	<u>October-20</u>
Number of Groups:	5	0
Revenue Arrived:	\$352,682	\$0
Room Nights:	1144	0
Number of Delegates:	1047	0
Arrived Group Types:	2 Corp, 2 Assn., 1 SMF,	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:	\$114,272	\$73,873
Room Nights:	704	343
Number of Delegates:	290	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>
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Number of Groups:	4	1
Revenue Arrived:	\$512,023	\$5,907
Room Nights:	1992	53
Number of Delegates:	915	17
	3 Corp., 1	
Arrived Group Types:	Assoc.	1 Corp.

Monthly Detail/Activity

	<u>July-21</u>	<u>July-20</u>
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<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>
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Number of Groups:	2	2
Revenue Arrived:	\$199,444	\$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 10/31/21:	24
YTD 10/31/20:	35
YTD 10/31/19:	124

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 Referrals - 10/1/21-10/31/21	Total Events	Unique Events
AvantStay	87	82
Hyatt High Sierra Lodge, A Hyatt Residenc	77	71
Natural Retreats – North Lake Tahoe	60	56
Basecamp Hotel Tahoe City	58	57
Cedar Crest Cottages	44	44
Hyatt Regency Lake Tahoe Resort Spa & C	40	37
The Inn at Boatworks	34	33
Donner Lake Village	33	31
Tahoe Truckee Factory Stores	30	25
Resort at Squaw Creek	27	25
Tahoe Vacation Rentals	26	25
River Ranch Lodge and Restaurant	23	23
Northstar Lodge by Welk Resorts	21	18
Tahoe Time Vacation Rental	21	19
Cottage Inn at Lake Tahoe	20	20
Tahoe Biltmore Lodge & Casino	20	19
Brockway Springs Resort	19	18
The Ritz-Carlton, Lake Tahoe	19	17
East West Hospitality at Tahoe	18	9
Rustic Cottages	18	18
Tahoe Donner Cross Country Ski Center	17	17
Cedar Glen Lodge	15	15
Red Wolf Lakeside Lodge	15	14
Rockwood Lodge	15	13
Tahoe Luxury Properties	15	14
Tahoe Rental Company	15	15
Meeks Bay Resort & Marina	14	14
Tahoe Vista Lodge and Cabins	14	12
Castle Peak Vacation Rentals	13	13
Granlibakken Tahoe	13	13
Sunnyside Restaurant & Lodge	13	13
Constellation Residences at Northstar	12	11
Northstar California Resort	12	11
PlumpJack Inn	12	12
West Shore Cafe & Inn	12	11
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Olympic Village Inn	11	10
Tahoe Rentals by Wells and Bennett Realt	11	10
Donner Summit Rentals	10	10
Tahoe Mountain Properties	10	10
Tahoe Real Estate Group	10	9
Tahoma Meadows Cottages	10	10

The Village at Palisades Tahoe	10	10
Chaney House	8	8
Mourelatos Lakeshore Resort	8	8
North Tahoe Rental Company	8	5
Sierra Mountain Properties	8	8
Sun Bear Realty & Vacation Rentals	8	7
Tahoe Vistana Inn	8	7
The Hotel at Sugar Bowl	8	8
Agate Bay Realty Vacation Rentals	7	6
Gar Woods Grill & Pier	7	7
Incline Vacation Rentals	7	7
Lake Tahoe Accommodations	7	7
Parkside Inn at Incline	7	7
Red Wolf Lodge at Squaw Valley	7	7
Stay In Lake Tahoe	7	7
Tahoe Signature Properties	7	6
The Border House at Crystal Bay Casino	7	6
Crown Motel & Family Resort	6	6
Hauserman Rental Group	6	6
Pullen Realty Group	6	6
Stevenson's Holliday Inn	6	6
Tahoe Moon Properties	6	5
Tahoe Sands Resort	6	6
Americas Best Value Inn Tahoe City	5	4
Christy Lodge	5	5
Franciscan Lakeside Lodge	5	5
Mother Natures Inn	5	5
PepperTree Inn	5	5
Tahoe Edgelake Beach Club	5	5
Vacation Station, Inc.	5	4
Chinquapin / Packard Realty	4	4
First Accommodations, Inc.	4	4
Lake Tahoe Deluxe Vacation Rentals	4	3
Martis Valley Vacation Rentals	4	4
SellMyTimeShareNow.com	4	4
Tahoe Accommodations	4	4
Tahoe Exclusive Vacation Rentals	4	4
Tahoe Getaways Vacation Rentals	4	4
Tamarack Lodge	4	4
The Lodge at Obexers	4	4
Vacation Tahoe by O'Neal Brokers	4	4
West Lake Properties at Tahoe	4	4
Caliente! Lake Tahoe	3	3

Sandy's Pub at the Resort at Squaw Creek	3	3
Tahoe Marina Lodge	3	3
Waters of Tahoe Properties	3	3
Goldfish Properties	2	2
LakeFrontHouse.com	2	2
Squaw Valley Lodge	2	2
Tahoe North Shore Lodge	2	2
Tahoe Tavern Properties	2	2
Club Tahoe Resort	1	1
Firelite Lodge	1	1
Holiday House	1	1
Martis Valley Associates Property Rentals	1	1
Tahoe Donner Golf Course	1	1
West Shore Sports	1	1
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