



# December Standing Reports

## Executive Summary

Data based on a sample of up to 12 properties in the North Lake Tahoe destination, representing up to 1572 Units ("DestiMetrics Census\*\*") and 48.67% of 3229 total units in the North Lake Tahoe destination ("Destination Census\*\*")

Last Month Performance: Current YTD vs. Previous YTD		2020/21	2018/19	Year over Year Variance
North Lake Tahoe Occupancy for last month (Jan) changed by (-45.7%)	Occupancy (Jan) :	30.9%	57.0%	-45.7%
North Lake Tahoe ADR for last month (Jan) changed by (4.7%)	ADR (Jan) :	\$ 381	\$ 364	4.7%
North Lake Tahoe RevPAR for last month (Jan) changed by (-43.2%)	RevPAR (Jan) :	\$ 118	\$ 207	-43.2%
Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (Feb) changed by (-23.7%)	Occupancy (Feb) :	42.6%	55.8%	-23.7%
North Lake Tahoe ADR for next month (Feb) changed by (18.3%)	ADR (Feb) :	\$ 472	\$ 399	18.3%
North Lake Tahoe RevPAR for next month (Feb) changed by (-9.7%)	RevPAR (Feb) :	\$ 201	\$ 223	-9.7%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the past 6 months changed by (-31.5%)	Occupancy	34.9%	50.9%	-31.5%
North Lake Tahoe ADR for the past 6 months changed by (15.3%)	ADR	\$ 391	\$ 339	15.3%
North Lake Tahoe RevPAR for the past 6 months changed by (-21.0%)	RevPAR	\$ 136	\$ 173	-21.0%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the future 6 months changed by (-15.3%)	Occupancy	20.8%	24.6%	-15.3%
North Lake Tahoe ADR for the future 6 months changed by (26.1%)	ADR	\$ 467	\$ 370	26.1%
North Lake Tahoe RevPAR for the future 6 months changed by (6.7%)	RevPAR	\$ 97	\$ 91	6.7%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Jan 31, 2021 vs. Previous Year				
Rooms Booked during last month (Jan,21) compared to Rooms Booked during the same period last year (Jan,19) for all arrival dates has changed by (-26.9%)	Booking Pace (Jan)	6.9%	9.4%	-26.9%

\* 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 Dec 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 12/31/21:	\$1,759,314	\$1,059,448	66%
Number of Room Nights:	8,216	4709	74%
Number of Delegates:	3884	2236	74%
Annual Revenue Goal:	\$2,000,000	\$2,000,000	0%

<u>Monthly Detail/Activity</u>	<u>December-21</u>	<u>December-20</u>
<u>Number of Groups Booked:</u>	1	0
Revenue Booked:	\$97,428	\$0
Room Nights:	417	0
Number of Delegates:	300	0
Booked Group Types:	Corp.	
Lost Business, # of Groups:	22	

<u>Arrived in the month</u>	<u>December</u>	<u>December-20</u>
Number of Groups:	1	0
Revenue Arrived:	\$215,135	\$0
Room Nights:	1382	0
Number of Delegates:	300	0
Arrived Group Types:	Assoc.	0

<u>Monthly Detail/Activity</u>	<u>November-21</u>	<u>November-20</u>
<u>Number of Groups Booked:</u>	0	1
Revenue Booked:	\$0	\$33,881
Room Nights:	0	94
Number of Delegates:	0	65
Booked Group Types:		1 Assoc.
Lost Business, # of Groups:	7	2

<u>Arrived in the month</u>	<u>November-21</u>	<u>November-20</u>
Number of Groups:	0	0
Revenue Arrived:	\$0	\$0
Room Nights:	0	0
Number of Delegates:	0	0
Arrived Group Types:		0

<u>Monthly Detail/Activity</u>	<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

<u>Monthly Detail/Activity</u>	<u>September-21</u>	<u>September-20</u>
<b><u>Number of Groups Booked:</u></b>	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

<u>Monthly Detail/Activity</u>	<u>August-21</u>	<u>August-20</u>
<b><u>Number of Groups Booked:</u></b>	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:	\$512,023	\$5,907
Room Nights:	1992	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>
<b><u>Number of Groups Booked:</u></b>	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:	\$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:	\$435,102	\$2,000,000
For 2023/24:	\$100,804	\$2,000,000

NUMBER OF LEADS Generated as of 12/31/21:	50
YTD 12/31/20:	37
YTD 12/31/19:	143

**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 - 12/1/21-12/31/21	Total Events	Unique Events
The Village at Palisades Tahoe	70	57
Hyatt Regency Lake Tahoe Resort Spa & Casino	53	50
East West Hospitality at Tahoe	52	35
The Ritz-Carlton, Lake Tahoe	50	49
Cedar Glen Lodge	49	48
Resort at Squaw Creek	44	44
Tahoe Luxury Properties	41	41
Northstar California Resort	38	35
Constellation Residences at Northstar	36	27
Cedar Crest Cottages	31	30
Olympic Village Inn	31	30
Northstar Lodge by Welk Resorts	25	21
Sun Bear Realty & Vacation Rentals	25	23
PlumpJack Inn	24	23
Tahoe Signature Properties	23	23
Brockway Springs Resort	22	20
Tahoma Meadows Cottages	22	22
Parkside Inn at Incline	21	17
Tahoe Exclusive Vacation Rentals	21	15
Vacasa	20	19
West Shore Cafe & Inn	20	19
Agate Bay Realty Vacation Rentals	19	19
Mourelatos Lakeshore Resort	19	19
Sunnyside Restaurant & Lodge	19	19
Hauserman Rental Group	18	17
Lake Tahoe Accommodations	18	18
Tahoe Donner Cross Country Ski Center	18	15
Tahoe Getaways Vacation Rentals	18	18
Tahoe Biltmore Lodge & Casino	17	17
Tahoe Rental Company	17	17
Tahoe Vacation Rentals	16	15
Incline Vacation Rentals	13	12
Tahoe Vistana Inn	13	13
First Accommodations, Inc.	12	9
Franciscan Lakeside Lodge	12	11
Natural Retreats – North Lake Tahoe	12	12
Red Wolf Lakeside Lodge	12	12
Tahoe Accommodations	12	11
VACAY North Tahoe	12	11
Americas Best Value Inn Tahoe City	11	10
Sierra Mountain Properties	11	9
Holiday House	10	10

Red Wolf Lodge at Squaw Valley	10	9
Tahoe Woodside Vacation Rentals	10	10
Vacation Station, Inc.	10	9
Goldfish Properties	9	8
PepperTree Inn	9	9
Tahoe Real Estate Group	9	9
West Lake Properties at Tahoe	8	8
Waters of Tahoe Properties	6	6
Firelite Lodge	3	3
SellMyTimeShareNow.com	3	3
Tahoe Donner Golf Course	2	2
	1106	1018

Lodging Referrals - 12/1/21-12/31/21	Total Events	Unique Events
Hyatt Regency Lake Tahoe Resort Spa & Casino	52	51
Basecamp Hotel Tahoe City	42	41
East West Hospitality at Tahoe	42	30
Hyatt High Sierra Lodge, A Hyatt Residence Club	42	41
Tahoe Vista Lodge and Cabins	38	35
Cottage Inn at Lake Tahoe	37	37
The Ritz-Carlton, Lake Tahoe	35	34
Tahoe Donner Cross Country Ski Center	34	34
Cedar Glen Lodge	31	30
River Ranch Lodge and Restaurant	31	29
Tahoe Luxury Properties	31	31
AvantStay	30	28
The Village at Palisades Tahoe	29	28
Tahoe Sands Resort	28	27
Northstar California Resort	27	27
Sunnyside Restaurant & Lodge	26	26
Resort at Squaw Creek	25	24
Squaw Valley Lodge	24	21
Tahoe Moon Properties	24	22
Tahoe Biltmore Lodge & Casino	23	20
Constellation Residences at Northstar	22	17
North Tahoe Rental Company	21	12
Tahoe Truckee Factory Stores	21	20
The Hotel at Sugar Bowl	20	20
Agate Bay Realty Vacation Rentals	19	17
Cedar Crest Cottages	19	19
Chaney House	19	15
West Shore Cafe & Inn	19	13
Granlibakken Tahoe	17	17
Hauserman Rental Group	17	16
Stay In Lake Tahoe	17	15
Mourelatos Lakeshore Resort	16	16
Tahoe Exclusive Vacation Rentals	16	16
Tahoe Signature Properties	16	15
Brockway Springs Resort	15	14
Castle Peak Vacation Rentals	15	15
Christy Lodge	15	13
Rustic Cottages	15	14
Lake Tahoe Accommodations	14	13
LakeFrontHouse.com	14	14
Rockwood Lodge	14	13
The Lodge at Obexers	14	14



Lake Tahoe Deluxe Vacation Rentals	13	12
Olympic Village Inn	13	13
PlumpJack Inn	13	12
Tahoe Mountain Properties	13	12
Tahoe Tavern Properties	13	11
The Border House at Crystal Bay Casino	12	12
Vacation Tahoe by O'Neal Brokers	12	12
Americas Best Value Inn Tahoe City	11	7
Donner Lake Village	11	11
Meeks Bay Resort & Marina	11	11
Stevenson's Holliday Inn	11	11
Chinquapin / Packard Realty	10	10
Franciscan Lakeside Lodge	10	9
Martis Valley Vacation Rentals	10	9
Sun Bear Realty & Vacation Rentals	10	10
The Inn at Boatworks	10	10
Northstar Lodge by Welk Resorts	9	6
Tahoe Edgelake Beach Club	9	8
Tamarack Lodge	9	9
Waters of Tahoe Properties	9	8
Crown Motel & Family Resort	8	8
Mother Natures Inn	8	8
Natural Retreats – North Lake Tahoe	8	8
Tahoe Getaways Vacation Rentals	8	8
Tahoe Rental Company	8	8
Tahoe Vistana Inn	8	8
Tahoma Meadows Cottages	8	8
Martis Valley Associates Property Rentals	7	7
Red Wolf Lakeside Lodge	7	6
Tahoe Marina Lodge	7	7
Tahoe Rentals by Wells and Bennett Realtors	7	7
VACAY North Tahoe	7	7
Donner Summit Rentals	6	6
Incline Vacation Rentals	6	5
Parkside Inn at Incline	6	6
Pullen Realty Group	6	5
Red Wolf Lodge at Squaw Valley	6	5
Sierra Mountain Properties	6	6
BEST. VACATION. EVER... InvitedHome.com	5	5
Goldfish Properties	5	5
Tahoe Real Estate Group	5	5
Tahoe Time Vacation Rental	5	5
Tahoe Vacation Rentals	5	5

Vacasa	5	5
Vacation Station, Inc.	5	5
Firelite Lodge	4	4
Holiday House	4	4
Sandy's Pub at the Resort at Squaw Creek	4	3
SellMyTimeShareNow.com	4	3
Tahoe Accommodations	4	4
Tahoe North Shore Lodge	4	4
Club Tahoe Resort	3	3
PepperTree Inn	3	3
Tahoe Donner Golf Course	3	3
West Lake Properties at Tahoe	3	3
First Accommodations, Inc.	2	2
Gar Woods Grill & Pier	2	2
Tahoe Woodside Vacation Rentals	2	2
	1449	1355