

# January Standing Reports

## Executive Summary

Data based on a sample of up to 12 properties in the North Lake Tahoe destination, representing up to 1625 Units ("DestiMetrics Census\*\*") and 50.34% 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 (Jan) changed by (93.1%)	Occupancy (Jan) :	59.7%	30.9%	93.1%
North Lake Tahoe ADR for last month (Jan) changed by (20.4%)	ADR (Jan) :	\$ 459	\$ 381	20.4%
North Lake Tahoe RevPAR for last month (Jan) changed by (132.5%)	RevPAR (Jan) :	\$ 274	\$ 118	132.5%
<b>Next Month Performance: Current YTD vs. Previous YTD</b>				
North Lake Tahoe Occupancy for next month (Feb) changed by (56.9%)	Occupancy (Feb) :	61.3%	39.1%	56.9%
North Lake Tahoe ADR for next month (Feb) changed by (12.2%)	ADR (Feb) :	\$ 519	\$ 463	12.2%
North Lake Tahoe RevPAR for next month (Feb) changed by (76.0%)	RevPAR (Feb) :	\$ 318	\$ 181	76.0%
<b>Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD</b>				
North Lake Tahoe Occupancy for the past 6 months changed by (26.5%)	Occupancy	43.7%	34.6%	26.5%
North Lake Tahoe ADR for the past 6 months changed by (10.1%)	ADR	\$ 423	\$ 384	10.1%
North Lake Tahoe RevPAR for the past 6 months changed by (39.3%)	RevPAR	\$ 185	\$ 133	39.3%
<b>Future 6 Month On The Books Performance: Current YTD vs. Previous YTD</b>				
North Lake Tahoe Occupancy for the future 6 months changed by (81.7%)	Occupancy	35.0%	19.3%	81.7%
North Lake Tahoe ADR for the future 6 months changed by (4.5%)	ADR	\$ 454	\$ 434	4.5%
North Lake Tahoe RevPAR for the future 6 months changed by (90.0%)	RevPAR	\$ 159	\$ 84	90.0%
<b>Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Jan 31, 2022 vs. Previous Year</b>				
Rooms Booked during last month (Jan,22) compared to Rooms Booked during the same period last year (Jan,21) for all arrival dates has changed by (78.0%)	Booking Pace (Jan)	9.0%	5.1%	78.0%

\* 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 Jan 2022

### 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 1/31/22:	\$1,888,954	\$623,732	203%
Number of Room Nights:	8,853	2683	230%
Number of Delegates:	4227	1346	214%
Annual Revenue Goal:	\$2,000,000	\$2,000,000	0%

Monthly Detail/Activity	<u>January-22</u>	<u>January-21</u>
<u>Number of Groups Booked:</u>	5	4
Revenue Booked:	\$202,364	\$103,336
Room Nights:	730	418
Number of Delegates:	371	298
Booked Group Types:	3 Corp., 1 Non-Profit, 1 Mtg. Planner	1 Corp. 3 Assoc.
Lost Business, # of Groups:	11	29

<u>Arrived in the month</u>	<u>January-22</u>	<u>January-21</u>
Number of Groups:	0	4
Revenue Arrived:	\$0	\$330,384
Room Nights:	0	1522
Number of Delegates:	0	578
Arrived Group Types:		2 Corp., 2 Assoc.

Monthly Detail/Activity	<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:	\$170,815	\$0
Room Nights:	1049	0
Number of Delegates:	300	0
Arrived Group Types:	Assoc.	0

Monthly Detail/Activity	<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

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

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

<b><u>Arrived in the month</u></b>	<b><u>October-21</u></b>	<b><u>October-20</u></b>
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

<b>Monthly Detail/Activity</b>	<b><u>September-21</u></b>	<b><u>September-20</u></b>
<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

<b><u>Arrived in the month</u></b>	<b><u>September-21</u></b>	<b><u>September-20</u></b>
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

<b>Monthly Detail/Activity</b>	<b><u>August-21</u></b>	<b><u>August-20</u></b>
<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
	3 Corp., 1	
Arrived Group Types:	Assoc.	1 Corp.

<b>Monthly Detail/Activity</b>	<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:	\$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:	\$451,302	\$2,000,000
For 2023/24:	\$100,804	\$2,000,000

NUMBER OF LEADS Generated as of 1/31/22:	58
YTD 1/31/21:	43
YTD 1/31/20:	197

**Total Number of Leads Generated in Previous Years:**

2020/2021	90
2019/2020	252
2018/2019	320
2017/2018	302
2016/2017	244

Lodging Book Now Referrals - 1/1/22-1/31/22	Total Events	Unique Events
Hyatt Regency Lake Tahoe Resort Spa & Casino	68	68
East West Hospitality at Tahoe	65	33
Cedar Glen Lodge	59	58
The Village at Palisades Tahoe	58	56
Resort at Squaw Creek	42	42
Tahoe Luxury Properties	42	39
Constellation Residences at Northstar	36	24
Mourelatos Lakeshore Resort	35	35
Northstar California Resort	35	35
The Ritz-Carlton, Lake Tahoe	35	33
Northstar Lodge by Welk Resorts	34	32
Cedar Crest Cottages	30	28
Olympic Village Inn	29	27
Tahoe Signature Properties	29	27
Sun Bear Realty & Vacation Rentals	26	25
Sunnyside Restaurant & Lodge	24	24
Agate Bay Realty Vacation Rentals	23	23
PlumpJack Inn	23	23
Natural Retreats – North Lake Tahoe	21	21
Red Wolf Lodge at Squaw Valley	21	20
Brockway Springs Resort	19	18
Tahoe Vacation Rentals	19	18
Tahoe Biltmore Lodge & Casino	17	17
Lake Tahoe Accommodations	16	16
Tahoe Donner Cross Country Ski Center	16	15
West Shore Cafe & Inn	16	16
Hauserman Rental Group	15	13
Incline Vacation Rentals	15	12
Tahoma Meadows Cottages	15	15
Tahoe Accommodations	14	14
Tahoe Getaways Vacation Rentals	13	13
Vacasa	13	13
Red Wolf Lakeside Lodge	12	12
Parkside Inn at Incline	11	9
Tahoe Vistana Inn	11	11
Firelite Lodge	10	10
Holiday House	10	10
First Accommodations, Inc.	9	9
Franciscan Lakeside Lodge	9	9
Tahoe Rental Company	9	9
West Lake Properties at Tahoe	9	9
Waters of Tahoe Properties	8	8

Goldfish Properties	7	6
Tahoe Woodside Vacation Rentals	7	7
Americas Best Value Inn Tahoe City	6	6
PepperTree Inn	6	6
Tahoe Real Estate Group	6	6
Sierra Mountain Properties	5	5
Gar Woods Grill & Pier	4	4
Vacation Station, Inc.	3	3
SellMyTimeShareNow.com	2	2
Caliente! Lake Tahoe	1	1
Tahoe Donner Golf Course	1	1
	1069	996

<b>Lodging Referrals - 1/1/22-1/31/22</b>	<b>Total Events</b>	<b>Unique Events</b>
Hyatt Regency Lake Tahoe Resort Spa & Casino	73	68
Cedar Glen Lodge	60	56
Tahoe Vista Lodge and Cabins	50	46
Cottage Inn at Lake Tahoe	44	42
Basecamp Hotel Tahoe City	42	42
Sunnyside Restaurant & Lodge	41	36
Cedar Crest Cottages	40	38
East West Hospitality at Tahoe	40	28
Hyatt High Sierra Lodge, A Hyatt Residence Club	40	40
River Ranch Lodge and Restaurant	39	37
Tahoe Luxury Properties	37	36
Hauserman Rental Group	33	26
Tahoe Donner Cross Country Ski Center	33	33
Granlibakken Tahoe	31	30
North Tahoe Rental Company	30	17
AvantStay	29	24
Stay In Lake Tahoe	29	28
West Shore Cafe & Inn	26	26
Mourelatos Lakeshore Resort	25	25
Tahoe Biltmore Lodge & Casino	24	22
Tahoe Moon Properties	24	22
Tahoe Sands Resort	24	24
The Village at Palisades Tahoe	24	24
VACAY North Tahoe	24	23
Tahoe Truckee Factory Stores	23	21
Meeks Bay Resort & Marina	22	22
Brockway Springs Resort	21	21
Crown Motel & Family Resort	21	18
Natural Retreats – North Lake Tahoe	21	19
Tahoe Rentals by Wells and Bennett Realtors	21	20
Tahoe Signature Properties	21	21
Resort at Squaw Creek	20	20
The Ritz-Carlton, Lake Tahoe	20	20
Tahoe Mountain Properties	19	16
Agate Bay Realty Vacation Rentals	18	15
Northstar California Resort	18	18
Rustic Cottages	18	17
Tahoe Exclusive Vacation Rentals	18	18
Tahoma Meadows Cottages	18	17
Constellation Residences at Northstar	17	16
Lake Tahoe Accommodations	17	17
Lake Tahoe Deluxe Vacation Rentals	17	16



Tahoe Accommodations	17	17
Tamarack Lodge	17	17
LakeFrontHouse.com	16	16
Stevenson's Holliday Inn	16	16
Tahoe Getaways Vacation Rentals	16	15
Olympic Village Inn	15	15
Rockwood Lodge	15	14
Sun Bear Realty & Vacation Rentals	15	15
Squaw Valley Lodge	14	14
Northstar Lodge by Welk Resorts	13	12
Tahoe Time Vacation Rental	13	13
Chinquapin / Packard Realty	12	11
Donner Lake Village	12	12
Franciscan Lakeside Lodge	12	11
Red Wolf Lakeside Lodge	12	11
Tahoe Edgelake Beach Club	12	12
The Hotel at Sugar Bowl	12	12
Vacation Station, Inc.	12	11
Castle Peak Vacation Rentals	11	11
Donner Summit Rentals	11	10
Gar Woods Grill & Pier	11	11
Martis Valley Vacation Rentals	11	11
The Inn at Boatworks	11	11
Vacasa	10	10
Waters of Tahoe Properties	10	10
West Lake Properties at Tahoe	10	9
Chaney House	9	9
Vacation Tahoe by O'Neal Brokers	9	8
Christy Lodge	8	8
First Accommodations, Inc.	8	6
Tahoe Rental Company	8	7
Holiday House	7	7
Martis Valley Associates Property Rentals	7	7
Mother Natures Inn	7	7
Tahoe Tavern Properties	7	7
Tahoe Woodside Vacation Rentals	7	7
Goldfish Properties	6	6
PepperTree Inn	6	6
Tahoe Vacation Rentals	6	6
Tahoe Vistana Inn	6	6
The Border House at Crystal Bay Casino	6	6
The Lodge at Obexers	6	6
Incline Vacation Rentals	5	5

Parkside Inn at Incline	5	4
Sandy's Pub at the Resort at Squaw Creek	5	5
SellMyTimeShareNow.com	5	4
Tahoe Marina Lodge	5	5
Tahoe Real Estate Group	5	5
Club Tahoe Resort	4	4
Firelite Lodge	4	4
PlumpJack Inn	4	4
Pullen Realty Group	4	4
Red Wolf Lodge at Squaw Valley	4	4
Tahoe North Shore Lodge	4	4
Sierra Mountain Properties	3	3
Tahoe Donner Golf Course	3	3
BEST. VACATION. EVER... InvitedHome.com	2	2
Americas Best Value Inn Tahoe City	1	1
	1724	1622