

February Standing Reports

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 51.53% 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 (Feb) changed by (13.3%)	Occupancy (Feb) :	63.5%	56.0%	13.3%
North Lake Tahoe ADR for last month (Feb) changed by (25.7%)	ADR (Feb) :	\$ 573	\$ 456	25.7%
North Lake Tahoe RevPAR for last month (Feb) changed by (42.5%)	RevPAR (Feb) :	\$ 364	\$ 256	42.5%
Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (Mar) changed by (45.1%)	Occupancy (Mar) :	53.1%	36.6%	45.1%
North Lake Tahoe ADR for next month (Mar) changed by (10.1%)	ADR (Mar) :	\$ 412	\$ 374	10.1%
North Lake Tahoe RevPAR for next month (Mar) changed by (59.7%)	RevPAR (Mar) :	\$ 219	\$ 137	59.7%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the past 6 months changed by (29.9%)	Occupancy	46.1%	35.5%	29.9%
North Lake Tahoe ADR for the past 6 months changed by (17.1%)	ADR	\$ 444	\$ 379	17.1%
North Lake Tahoe RevPAR for the past 6 months changed by (52.1%)	RevPAR	\$ 204	\$ 134	52.1%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the future 6 months changed by (41.7%)	Occupancy	32.4%	22.9%	41.7%
North Lake Tahoe ADR for the future 6 months changed by (-2.3%)	ADR	\$ 434	\$ 444	-2.3%
North Lake Tahoe RevPAR for the future 6 months changed by (38.4%)	RevPAR	\$ 141	\$ 102	38.4%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Feb 28, 2022 vs. Previous Year				
Rooms Booked during last month (Feb,22) compared to Rooms Booked during the same period last year (Feb,21) for all arrival dates has changed by (-34.8%)	Booking Pace (Feb)	4.9%	7.5%	-34.8%

* 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.

Monthly Report Feb 2022

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 2/28/22:	\$1,961,215	\$636,269	208%
Number of Room Nights:	9,228	2728	238%
Number of Delegates:	4327	1356	219%
Annual Revenue Goal:	\$2,000,000	\$2,000,000	0%

<u>Monthly Detail/Activity</u>	<u>February-22</u>	<u>February-21</u>
<u>Number of Groups Booked:</u>	3	1
Revenue Booked:	\$182,232	\$12,537
Room Nights:	803	45
Number of Delegates:	240	10
	1 Corp., 2 Mtg.	
Booked Group Types:	Planners	1 Corp/
Lost Business, # of Groups:	21	6

<u>Arrived in the month</u>	<u>February-22</u>	<u>February-21</u>
Number of Groups:	2	1
Revenue Arrived:	\$50,532	\$12,537
Room Nights:	264	45
Number of Delegates:	138	10
Arrived Group Types:	2 Corp.	1 Corp.

<u>Monthly Detail/Activity</u>	<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
	3 Corp., 1 Non-Profit, 1 Mtg.	1 Corp. 3
Booked Group Types:	Planner	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.

<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:	\$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

<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

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

<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:	\$512,023	\$5,907
Room Nights:	1992	53
Number of Delegates:	915	17
Arrived Group Types:	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:	\$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:	\$549,159	\$2,000,000
For 2023/24:	\$100,804	\$2,000,000

NUMBER OF LEADS Generated as of 2/28/22:	72
YTD 2/28/21:	51
YTD 2/29/20:	217

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 - 2/1/22-2/28/22	Total Events	Unique Events
Hyatt Regency Lake Tahoe Resort Spa & Casino	48	46
Resort at Squaw Creek	44	41
Northstar California Resort	33	30
The Ritz-Carlton, Lake Tahoe	32	31
The Village at Palisades Tahoe	31	31
East West Hospitality at Tahoe	30	19
Cedar Glen Lodge	29	29
Cedar Crest Cottages	25	25
Natural Retreats – North Lake Tahoe	23	23
Tahoe Luxury Properties	23	22
Constellation Residences at Northstar	19	16
Northstar Lodge by Welk Resorts	19	19
Tahoe Biltmore Lodge & Casino	19	17
Brockway Springs Resort	18	18
Sunnyside Restaurant & Lodge	18	18
Red Wolf Lakeside Lodge	17	17
Tahoe Donner Cross Country Ski Center	17	13
Mourelatos Lakeshore Resort	14	12
Tahoma Meadows Cottages	14	14
Olympic Village Inn	13	12
Sun Bear Realty & Vacation Rentals	13	12
Hauserman Rental Group	12	12
Lake Tahoe Accommodations	12	12
PlumpJack Inn	10	10
Franciscan Lakeside Lodge	8	8
Goldfish Properties	8	7
Incline Vacation Rentals	8	6
Tahoe Getaways Vacation Rentals	8	8
West Shore Cafe & Inn	8	8
Waters of Tahoe Properties	7	7
Agate Bay Realty Vacation Rentals	6	6
Holiday House	6	5
Tahoe Rental Company	6	6
Tahoe Signature Properties	6	6
Sierra Mountain Properties	5	5
Vacation Station, Inc.	5	5
West Lake Properties at Tahoe	5	5
Americas Best Value Inn Tahoe City	4	3
Frog Lake Backcountry Huts	4	4
Gar Woods Grill & Pier	4	3
Tahoe Accommodations	4	4
Tahoe Vacation Rentals	4	4

Tahoe Vistana Inn	4	3
Vacasa	4	4
First Accommodations, Inc.	3	3
Parkside Inn at Incline	3	3
PepperTree Inn	3	3
Red Wolf Lodge at Squaw Valley	3	3
Tahoe Woodside Vacation Rentals	3	3
Firelite Lodge	2	2
SellMyTimeShareNow.com	2	2
Tahoe Real Estate Group	2	2
Tahoe Donner Golf Course	1	1
	669	628

Lodging Referrals - 2/1/22-2/28/22	Total Events	Unique Events
Hyatt Regency Lake Tahoe Resort Spa & Casino	76	76
Hyatt High Sierra Lodge, A Hyatt Residence Club	43	40
Cottage Inn at Lake Tahoe	36	34
Tahoe Luxury Properties	34	33
Resort at Squaw Creek	33	31
Basecamp Hotel Tahoe City	32	31
East West Hospitality at Tahoe	31	20
River Ranch Lodge and Restaurant	31	29
Natural Retreats – North Lake Tahoe	29	28
The Ritz-Carlton, Lake Tahoe	29	27
Meeks Bay Resort & Marina	28	27
Tahoe Biltmore Lodge & Casino	28	27
AvantStay	26	26
Granlibakken Tahoe	26	25
Cedar Glen Lodge	24	24
Tahoma Meadows Cottages	24	22
Northstar California Resort	22	19
Sunnyside Restaurant & Lodge	22	21
West Shore Cafe & Inn	22	21
Brockway Springs Resort	21	21
Rustic Cottages	21	19
Tahoe Truckee Factory Stores	21	20
Cedar Crest Cottages	20	19
Mourelatos Lakeshore Resort	20	20
Tahoe Vista Lodge and Cabins	20	19
The Village at Palisades Tahoe	20	19
North Tahoe Rental Company	19	10
Tahoe Rentals by Wells and Bennett Realtors	18	18
Red Wolf Lakeside Lodge	17	15
Donner Lake Village	16	14
Crown Motel & Family Resort	14	14
Franciscan Lakeside Lodge	14	13
Tahoe Sands Resort	14	14
Chaney House	13	11
Stay In Lake Tahoe	13	12
Tahoe Time Vacation Rental	13	11
Gar Woods Grill & Pier	12	11
LakeFrontHouse.com	12	12
Squaw Valley Lodge	12	12
Tahoe Getaways Vacation Rentals	12	12
Agate Bay Realty Vacation Rentals	11	11
Northstar Lodge by Welk Resorts	11	11

Tahoe Mountain Properties	11	10
The Hotel at Sugar Bowl	11	11
PlumpJack Inn	10	8
Rockwood Lodge	10	10
Tahoe Signature Properties	10	8
The Border House at Crystal Bay Casino	10	9
VACAY North Tahoe	10	9
Constellation Residences at Northstar	9	9
Hauserman Rental Group	9	9
Sun Bear Realty & Vacation Rentals	9	8
Frog Lake Backcountry Huts	8	7
Incline Vacation Rentals	8	8
PepperTree Inn	8	8
Stevenson's Holliday Inn	8	8
Tahoe Donner Cross Country Ski Center	8	8
Tahoe Exclusive Vacation Rentals	8	8
Castle Peak Vacation Rentals	7	7
Tahoe North Shore Lodge	7	7
The Inn at Boatworks	7	7
West Lake Properties at Tahoe	7	6
Lake Tahoe Accommodations	6	6
Tahoe Real Estate Group	6	5
Tahoe Vistana Inn	6	6
Christy Lodge	5	5
First Accommodations, Inc.	5	5
Goldfish Properties	5	5
Holiday House	5	5
Lake Tahoe Deluxe Vacation Rentals	5	4
Red Wolf Lodge at Squaw Valley	5	5
Sandy's Pub at the Resort at Squaw Creek	5	5
Tahoe Moon Properties	5	5
Tahoe Rental Company	5	5
Tahoe Woodside Vacation Rentals	5	5
Tamarack Lodge	5	5
Firelite Lodge	4	4
Martis Valley Associates Property Rentals	4	4
Mother Natures Inn	4	4
Olympic Village Inn	4	4
Sierra Mountain Properties	4	4
Tahoe Accommodations	4	4
Tahoe Edgelake Beach Club	4	4
Tahoe Marina Lodge	4	4
Tahoe Tavern Properties	4	3

The Lodge at Obexers	4	4
Vacation Station, Inc.	4	4
Vacation Tahoe by O'Neal Brokers	4	4
Waters of Tahoe Properties	4	4
Americas Best Value Inn Tahoe City	3	2
Chinquapin / Packard Realty	3	3
Club Tahoe Resort	3	3
Martis Valley Vacation Rentals	3	3
Parkside Inn at Incline	3	3
Pullen Realty Group	3	3
SellMyTimeShareNow.com	3	3
Vacasa	3	3
BEST. VACATION. EVER... InvitedHome.com	2	2
Donner Summit Rentals	2	2
Caliente! Lake Tahoe	1	1
Tahoe Donner Golf Course	1	1
Tahoe Vacation Rentals	1	1
	1291	1216