



March Standing Reports

Executive Summary

Data based on a sample of up to 10 properties in the North Lake Tahoe destination, representing up to 1494 Units ('DestiMetrics Census**') and 46.27% 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 (Mar) changed by (6.0%)	Occupancy (Mar) :	60.1%	56.7%	6.0%
North Lake Tahoe ADR for last month (Mar) changed by (19.7%)	ADR (Mar) :	\$ 421	\$ 351	19.7%
North Lake Tahoe RevPAR for last month (Mar) changed by (26.9%)	RevPAR (Mar) :	\$ 253	\$ 199	26.9%
Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (Apr) changed by (23.3%)	Occupancy (Apr) :	36.8%	29.8%	23.3%
North Lake Tahoe ADR for next month (Apr) changed by (0.7%)	ADR (Apr) :	\$ 311	\$ 308	0.7%
North Lake Tahoe RevPAR for next month (Apr) changed by (24.2%)	RevPAR (Apr) :	\$ 114	\$ 92	24.2%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the past 6 months changed by (35.9%)	Occupancy	51.6%	38.0%	35.9%
North Lake Tahoe ADR for the past 6 months changed by (20.9%)	ADR	\$ 452	\$ 374	20.9%
North Lake Tahoe RevPAR for the past 6 months changed by (64.2%)	RevPAR	\$ 233	\$ 142	64.2%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the future 6 months changed by (20.2%)	Occupancy	33.0%	27.5%	20.2%
North Lake Tahoe ADR for the future 6 months changed by (-6.6%)	ADR	\$ 422	\$ 451	-6.6%
North Lake Tahoe RevPAR for the future 6 months changed by (12.4%)	RevPAR	\$ 139	\$ 124	12.4%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Mar 31, 2022 vs. Previous Year				
Rooms Booked during last month (Mar,22) compared to Rooms Booked during the same period last year (Mar,21) for all arrival dates has changed by (-26.3%)	Booking Pace (Mar)	7.2%	9.7%	-26.3%

* 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 Mar 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 3/31/22:	\$1,961,215	\$423,363	363%
Number of Room Nights:	9,228	2423	281%
Number of Delegates:	4327	2936	47%
Annual Revenue Goal:	\$2,000,000	\$2,000,000	0%

Monthly Detail/Activity	<u>March-22</u>	<u>March-21</u>
<u>Number of Groups Booked:</u>	2	1
Revenue Booked:	\$166,100	\$2,197
Room Nights:	541	35
Number of Delegates:	186	50
Booked Group Types:	2 Corp.	1 SMF
Lost Business, # of Groups:	3	6

<u>Arrived in the month</u>	<u>March-22</u>	<u>March-21</u>
Number of Groups:	1	0
Revenue Arrived:	\$8,211	\$0
Room Nights:	65	0
Number of Delegates:	51	0
Arrived Group Types:	1 Corp.	

Monthly Detail/Activity	<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
Booked Group Types:	1 Corp., 2 Mtg. 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.

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
	3 Corp., 1 Non-Profit, 1 Mtg. Planner	1 Corp. 3 Assoc.
Booked Group Types:		
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

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

<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

<u>Monthly Detail/Activity</u>	<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:	3 Corp., 1 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 3/31/22:	80
YTD 3/31/21:	64
YTD 3/31/20:	234

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 - 3/1/22-3/31/22	Total Events	Unique Events
Hyatt Regency Lake Tahoe Resort Spa & Casino	79	76
Hyatt High Sierra Lodge, A Hyatt Residence Club	69	65
Natural Retreats – North Lake Tahoe	40	37
Northstar California Resort	38	38
Cottage Inn at Lake Tahoe	37	36
Meeks Bay Resort & Marina	37	35
River Ranch Lodge and Restaurant	36	33
Mourelatos Lakeshore Resort	30	29
Tahoe Biltmore Lodge & Casino	30	30
Cedar Glen Lodge	29	29
East West Hospitality at Tahoe	28	19
Tahoe Rentals by Wells and Bennett Realtors	28	28
Tahoe Vista Lodge and Cabins	28	27
AvantStay	27	27
Tahoe Truckee Factory Stores	27	23
Red Wolf Lakeside Lodge	26	25
North Tahoe Rental Company	24	10
Cedar Crest Cottages	23	23
Sunnyside Restaurant & Lodge	23	22
Basecamp Hotel Tahoe City	22	21
Crown Motel & Family Resort	22	21
Granlibakken Tahoe	22	22
Brockway Springs Resort	21	21
Hauserman Rental Group	21	18
West Shore Cafe & Inn	20	19
LakeFrontHouse.com	19	18
Tahoe Time Vacation Rental	19	18
Rustic Cottages	18	14
The Village at Palisades Tahoe	18	15
Resort at Squaw Creek	16	15
Tahoe Sands Resort	16	15
The Ritz-Carlton, Lake Tahoe	16	15
Chaney House	15	10
Tahoma Meadows Cottages	15	15
Stay In Lake Tahoe	14	13
Stevenson’s Holliday Inn	14	13
Tahoe Luxury Properties	14	13
Holiday House	13	12
Northstar Lodge by Welk Resorts	13	11
Squaw Valley Lodge	13	13
The Hotel at Sugar Bowl	13	13
Gar Woods Grill & Pier	11	11

Rockwood Lodge	11	11
Sun Bear Realty & Vacation Rentals	11	10
Tahoe Edgelake Beach Club	11	10
Agate Bay Realty Vacation Rentals	10	8
Frog Lake Backcountry Huts	10	10
PepperTree Inn	10	10
PlumpJack Inn	10	10
Tahoe Getaways Vacation Rentals	10	8
The Border House at Crystal Bay Casino	10	10
Constellation Residences at Northstar	9	9
Lake Tahoe Deluxe Vacation Rentals	9	9
West Shore Sports	9	9
Donner Lake Village	8	7
Mother Natures Inn	8	8
Sandy's Pub at the Resort at Squaw Creek	8	8
Tahoe Exclusive Vacation Rentals	8	7
Tahoe Tavern Properties	8	7
VACAY North Tahoe	8	8
West Lake Properties at Tahoe	8	8
Tahoe Marina Lodge	7	7
Tahoe Vistana Inn	7	7
Franciscan Lakeside Lodge	6	5
Olympic Village Inn	6	6
Tahoe Moon Properties	6	6
Americas Best Value Inn Tahoe City	5	4
Christy Lodge	5	5
Incline Vacation Rentals	5	4
Lake Tahoe Accommodations	5	5
Tahoe Rental Company	5	4
Tamarack Lodge	5	5
BEST. VACATION. EVER... InvitedHome.com	4	4
Donner Summit Rentals	4	4
Goldfish Properties	4	4
Tahoe Mountain Properties	4	4
Tahoe North Shore Lodge	4	4
Tahoe Woodside Vacation Rentals	4	4
The Lodge at Obexers	4	4
Vacasa	4	4
Castle Peak Vacation Rentals	3	3
Club Tahoe Resort	3	3
Firelite Lodge	3	3
Parkside Inn at Incline	3	3
Tahoe Signature Properties	3	3

The Inn at Boatworks	3	3
Waters of Tahoe Properties	3	3
Caliente! Lake Tahoe	2	2
Chinquapin / Packard Realty	2	2
Martis Valley Vacation Rentals	2	2
Red Wolf Lodge at Squaw Valley	2	2
Tahoe Accommodations	2	2
Vacation Station, Inc.	2	2
Vacation Tahoe by O'Neal Brokers	2	2
First Accommodations, Inc.	1	1
Martis Valley Associates Property Rentals	1	1
Pullen Realty Group	1	1
SellMyTimeShareNow.com	1	1
Tahoe Donner Golf Course	1	1
Tahoe Vacation Rentals	1	1
	1355	1266

Lodging Book Now Referrals - 3/1/22-3/31/22	Total Events	Unique Events
Hyatt Regency Lake Tahoe Resort Spa & Casino	57	54
Natural Retreats – North Lake Tahoe	32	32
Cedar Glen Lodge	30	26
East West Hospitality at Tahoe	30	16
Mourelatos Lakeshore Resort	30	29
Resort at Squaw Creek	30	29
The Ritz-Carlton, Lake Tahoe	29	28
Cedar Crest Cottages	25	24
The Village at Palisades Tahoe	25	24
Northstar California Resort	22	22
PlumpJack Inn	19	19
Tahoe Biltmore Lodge & Casino	19	19
Tahoe Donner Cross Country Ski Center	18	16
Brockway Springs Resort	16	16
Northstar Lodge by Welk Resorts	15	15
Olympic Village Inn	14	13
Tahoe Luxury Properties	14	14
Tahoma Meadows Cottages	14	12
Constellation Residences at Northstar	11	10
Red Wolf Lakeside Lodge	11	8
Sunnyside Restaurant & Lodge	11	11
Parkside Inn at Incline	10	8
Tahoe Rental Company	9	9
Agate Bay Realty Vacation Rentals	8	8
Hauserman Rental Group	8	7
West Shore Cafe & Inn	8	8
Frog Lake Backcountry Huts	7	7
Sun Bear Realty & Vacation Rentals	7	7
Tahoe Getaways Vacation Rentals	7	6
Tahoe Vistana Inn	7	6
Firelite Lodge	6	6
Incline Vacation Rentals	6	6
Tahoe Vacation Rentals	6	6
Waters of Tahoe Properties	6	5
Holiday House	5	5
Tahoe Donner Golf Course	5	4
Americas Best Value Inn Tahoe City	4	4
Lake Tahoe Accommodations	4	4
Red Wolf Lodge at Squaw Valley	4	4
SellMyTimeShareNow.com	4	4
Tahoe Accommodations	4	4
Vacasa	4	4

Vacation Station, Inc.	4	4
Franciscan Lakeside Lodge	3	3
Tahoe Signature Properties	3	3
Tahoe Woodside Vacation Rentals	3	3
West Lake Properties at Tahoe	3	3
Gar Woods Grill & Pier	2	2
PepperTree Inn	2	2
Tahoe Real Estate Group	2	2
First Accommodations, Inc.	1	1
Goldfish Properties	1	1
	625	583