

December Standing Reports

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DestiMetrics

Executive Summary Res Activity Outlook as of Dec 31, 2019

Executive Summary

Data based on a sample of up to 11 properties in the North Lake Tahoe destination, representing up to 1425 Units (DestiMetrics Census**) and 44.13% of 3229 total units in the North Lake Tahoe destination (Destination Census***)

	2019/20	2018/19	Year over Year % Variance
Last Month Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for last month (Dec) changed by (-5.9%)	Occupancy (Dec) : 49.3%	52.4%	-5.9%
North Lake Tahoe ADR for last month (Dec) changed by (11.1%)	ADR (Dec) : \$ 556	\$ 501	11.1%
North Lake Tahoe RevPAR for last month (Dec) changed by (4.6%)	RevPAR (Dec) : \$ 274	\$ 262	4.6%
Next Month Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for next month (Jan) changed by (-8.6%)	Occupancy (Jan) : 40.0%	43.8%	-8.6%
North Lake Tahoe ADR for next month (Jan) changed by (12.0%)	ADR (Jan) : \$ 423	\$ 377	12.0%
North Lake Tahoe RevPAR for next month (Jan) changed by (2.4%)	RevPAR (Jan) : \$ 169	\$ 165	2.4%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for the past 6 months changed by (-5.0%)	Occupancy : 52.3%	55.0%	-5.0%
North Lake Tahoe ADR for the past 6 months changed by (5.3%)	ADR : \$ 383	\$ 363	5.3%
North Lake Tahoe RevPAR for the past 6 months changed by (0.1%)	RevPAR : \$ 200	\$ 200	0.1%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for the future 6 months changed by (-5.2%)	Occupancy : 20.5%	21.6%	-5.2%
North Lake Tahoe ADR for the future 6 months changed by (10.2%)	ADR : \$ 385	\$ 349	10.2%
North Lake Tahoe RevPAR for the future 6 months changed by (4.5%)	RevPAR : \$ 79	\$ 75	4.5%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Dec 31, 2019 vs. Previous Year			
Rooms Booked during last month (Dec,19) compared to Rooms Booked during the same period last year (Dec,18) for all arrival dates has changed by (19.6%)	Booking Pace (Dec)	6.4%	19.6%

* 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 resort 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 as-is 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 December 2019

CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 19/20

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 19/20</u>	<u>FY 18/19</u>	<u>Variance</u>
Total Revenue Booked as of 12/31/19:	\$3,446,597	\$2,119,038	63%
Forecasted Commission for this Revenue:	\$41,249	\$42,308	-3%
Number of Room Nights:	16,025	11933	34%
Number of Delegates:	8340	8811	-5%
Annual Revenue Goal:	\$2,500,000	\$2,500,000	0%

<u>Monthly Detail/Activity</u>	<u>December-19</u>	<u>December-18</u>	
<u>Number of Groups Booked:</u>	4	7	
Revenue Booked:	\$155,480	\$357,079	-56%
Room Nights:	687	1994	-66%
Number of Delegates:	197	1145	-83%
	2 Corp., 1	5 Corp., 2	
Booked Group Types:	Assoc., 1 Govt.	Assoc.	
Lost Business, # of Groups:	22	9	144%

<u>Arrived in the month</u>	<u>December-19</u>	<u>December-18</u>	
Number of Groups:	2	0	
Revenue Arrived:	\$55,138	\$0	
Room Nights:	441	0	
Number of Delegates:	363	0	
	1 Corp., 1		
Arrived Group Types:	Assoc.	0	

<u>Monthly Detail/Activity</u>	<u>November-19</u>	<u>November-18</u>	
<u>Number of Groups Booked:</u>	9	3	
Revenue Booked:	\$587,681	\$133,642	340%
Room Nights:	2328	846	175%
Number of Delegates:	1151	355	224%
	3 Corp., 5		
	Assoc., 1 SMF,		
Booked Group Types:	1 TA	3 Corp.	
Lost Business, # of Groups:	40	9	344%

<u>Arrived in the month</u>	<u>November-19</u>	<u>November-18</u>	
Number of Groups:	2	2	
Revenue Arrived:	\$77,310	\$236,962	-67%
Room Nights:	488	1473	-67%
Number of Delegates:	380	470	-19%
		1 Corp. 1	
Arrived Group Types:	2 Corp.	Assoc.	

Monthly Detail/Activity	<u>October-19</u>	<u>October-18</u>	
<u>Number of Groups Booked:</u>	7	3	
Revenue Booked:	\$580,148	\$226,569	156%
Room Nights:	1106	952	16%
Number of Delegates:	3212	335	859%
	3 Corp., 4	1 Corp., 2	
Booked Group Types:	Assoc.	Assoc.	
Lost Business, # of Groups:	48	21	129%

<u>Arrived in the month</u>	<u>October-19</u>	<u>October-18</u>	
Number of Groups:	4	4	
Revenue Arrived:	\$167,335	\$183,995	-9%
Room Nights:	878	1071	-18%
Number of Delegates:	365	500	-27%
	3 Corp., 1	2 Assoc., 1	
Arrived Group Types:	Assoc.	SMF, 1 Corp.	

Monthly Detail/Activity	<u>September-19</u>	<u>September-18</u>	
<u>Number of Groups Booked:</u>	5	4	
Revenue Booked:	\$233,431	\$124,184	88%
Room Nights:	1190	586	103%
Number of Delegates:	705	190	271%
	4 Corp., 1 Non-Profit	2 Corp., 1 SMF, 1 Seminar	
Booked Group Types:			
Lost Business, # of Groups:	6	21	-71%

<u>Arrived in the month</u>	<u>September-19</u>	<u>September-18</u>	
Number of Groups:	9	7	
Revenue Arrived:	\$497,069	\$221,430	124%
Room Nights:	2358	1140	107%
Number of Delegates:	763	506	51%
	5 Corp., 3	4 Corp., 3	
Arrived Group Types:	Assoc., 1 Govt.	Assoc.	
	5 Corp., 3	4 Corp., 3	
Arrived Group Types:	Assoc., 1 Govt.	Assoc.	

Monthly Detail/Activity	<u>August-19</u>	<u>August-18</u>	
<u>Number of Groups Booked:</u>	5	4	
Revenue Booked:	\$200,159	\$248,395	-19%
Projected Commission:	\$0	\$66	
Room Nights:	987	1147	-14%
Number of Delegates:	433	307	41%
	4 Corp., 1		
Booked Group Types:	Assoc.	3 Corp., 1 SMF	
Lost Business, # of Groups:	35	14	150%

<u>Arrived in the month</u>	<u>August-19</u>	<u>August-18</u>	
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Number of Groups:	10	8	
Revenue Arrived:	\$881,024	\$154,661	470%
Projected Commission:	\$2,524	\$66	
Room Nights:	3338	876	281%
Number of Delegates:	3293	374	780%
	9 Corp., 1	5 Corp., 1	
Arrived Group Types:	Assoc.	Assoc., 2 SMF	

Monthly Detail/Activity	<u>July-19</u>	<u>July-18</u>	
<u>Number of Groups Booked:</u>	6	6	
Revenue Booked:	\$138,643	\$329,030	-58%
Projected Commission:	\$2,580	\$3,266	
Room Nights:	591	3405	-83%
Number of Delegates:	335	3850	-91%
	3 Corp, 2 SMF,	5 Corp, 1	
Booked Group Types:	1 Govt.	Assoc.	
Lost Business, # of Groups:	28	4	600%

<u>Arrived in the month</u>	<u>July-19</u>	<u>July-18</u>	
Number of Groups:	8	4	
Revenue Arrived:	\$219,964	\$141,134	56%
Projected Commission:	\$7,979	\$0	
Room Nights:	837	714	17%
Number of Delegates:	290	13670	-98%
	2 Corp, 2		
	Assoc, 2 SMF,	2 SMF, 2	
Arrived Group Types:	2 Non-Profit	Assoc.	

	<u>Current Numbers</u>	<u>Goals</u>
For 2020/21:	\$1,279,645	\$750,000
For 2021/22:	\$543,222	\$500,000

NUMBER OF LEADS Generated as of 12/31/19:	160
YTD 12/31/18:	177
YTD 12/31/17:	157

Total Number of Leads Generated in Previous Years:

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

Lodging Book Now Referrals - 10/1/19-10/31/19	Total Lodging Book Now	Unique Lodging Book Now
The Village at Squaw Valley	57	45
Constellation Residences at Northstar Resort at Squaw Creek	40	32
Cedar Crest Cottages	33	31
Cedar Glen Lodge	29	29
The Ritz-Carlton, Lake Tahoe	29	29
Hyatt Regency Lake Tahoe Resort Spa & Casino	28	28
Cottage Inn at Lake Tahoe	27	25
Northstar California Resort	27	27
Northstar Lodge by Welk Resorts	24	20
Tahoma Meadows Cottages	24	24
Tahoe Mountain Lodging	22	21
PlumpJack Squaw Valley Inn	21	21
Tahoe Luxury Properties	20	19
Lake Tahoe Accommodations	17	17
Red Wolf Lakeside Lodge	16	14
The Lodge at Sugar Bowl	16	14
Hauserman Rental Group	15	15
Meeks Bay Resort & Marina	15	14
Tahoe Accommodations	15	12
Tahoe Exclusive Vacation Rentals	14	14
Tahoe Getaways Vacation Rentals	14	14
Sierra Vacations by Natural Retreats	13	10
Tahoe Biltmore Lodge & Casino	13	13
Tahoe Signature Properties	13	13
Basecamp Hotel Tahoe City	12	12
North Tahoe Rental Company	12	8
Squaw Valley Lodge	12	11
Tahoe Vistana Inn	12	10
First Accommodations, Inc.	11	11
Hyatt Regency Lake Tahoe Resort Spa &...	11	11
Tahoe Moon Properties	11	11
Incline Vacation Rentals	10	9
Red Wolf Lodge at Squaw Valley	10	10
Stay In Lake Tahoe	10	10
Tahoe Vacation Rentals	10	10
Tamarack Lodge	10	8
West Shore Cafe & Inn	10	10
Chaney House	9	9

Granlibakken Tahoe	9	7
Mourelatos Lakeshore Resort	9	9
Tahoe Real Estate Group	9	8
Brockway Springs Resort	8	8
Chalet de Huttlinger	8	8
Olympic Village Inn	8	8
Sunnyside Restaurant & Lodge	8	8
Tahoe Rental Company	8	8
Waters of Tahoe Properties	8	8
Firelite Lodge	7	7
Goldfish Properties	7	7
SellMyTimeShareNow.com	7	7
Sun Bear Realty & Vacation Rentals	7	7
Tahoe Marina Lodge	7	7
Tahoe Sands Resort	7	5
Tahoe Woodside Vacation Rentals	7	5
Ferrari's Crown Resort	6	5
Parkside Inn at Incline	6	6
Vacation Station, Inc.	6	6
VACAY North Tahoe	6	6
West Lake Properties at Tahoe	6	4
Americas Best Value Inn Tahoe City	5	4
The Border House at Crystal Bay Casino	5	5
The Lodge at Obexers	5	5
Agate Bay Realty Vacation Rentals	4	4
Sierra Mountain Properties	4	4
Tahoe Rentals by Wells and Bennett Realtors	4	4
Vacation Tahoe by O'Neal Brokers	4	4
Gar Woods Grill & Pier	3	3
Holiday House	3	3
Tahoe City Inn	3	3
Tahoe Donner Cross Country Ski Center	3	3
PepperTree Inn	2	2
Tahoe Time Vacation Rental	2	2
Vacasa	2	2
	924	861

Lodging Referrals - 10/1/19-10/31/19	Total Lodging Listing Site	Unique Lodging Listing Site
Hyatt Regency Lake Tahoe Resort Spa & Casino	84	77
Resort at Squaw Creek	51	48
Tahoe Luxury Properties	49	47
The Ritz-Carlton, Lake Tahoe	48	43
Hyatt High Sierra Lodge, A Hyatt Residence Club	43	43
The Village at Squaw Valley	42	41
Tahoe Truckee Factory Stores	37	30
Northstar California Resort	34	31
Tahoe Biltmore Lodge & Casino	34	32
Tahoe Vista Lodge and Cabins	34	33
Tahoe Signature Properties	30	30
Tahoe Donner Cross Country Ski Center	29	28
Cedar Crest Cottages	27	26
The Lodge at Sugar Bowl	27	27
Constellation Residences at Northstar	26	23
Tahoma Meadows Cottages	25	25
Castle Peak Vacation Rentals	24	21
Cedar Glen Lodge	24	24
Hostel Tahoe in Kings Beach	24	14
Tahoe Mountain Lodging	24	24
Cottage Inn at Lake Tahoe	21	21
Northstar Lodge by Welk Resorts	21	21
Donner Lake Village	20	20
Stay In Lake Tahoe	20	19
Cobblestone Center Shopping Mall	19	19
North Tahoe Rental Company	19	17
PlumpJack Squaw Valley Inn	19	19
Rustic Cottages	19	18
Sunnyside Restaurant & Lodge	19	19
Tahoe Moon Properties	19	19
Tahoe Vacation Rentals	19	15
Brockway Springs Resort	18	17
Hauserman Rental Group	18	17
Red Wolf Lakeside Lodge	18	18
Tamarack Lodge	18	16
Basecamp Hotel Tahoe City	17	16
Lake Tahoe Deluxe Vacation Rentals	17	16
Franciscan Lakeside Lodge	16	15
Incline Vacation Rentals	16	16
Squaw Valley Lodge	16	15

Tahoe Getaways Vacation Rentals	16	15
Waters of Tahoe Properties	16	16
Meeks Bay Resort & Marina	15	15
Rockwood Lodge	15	13
West Shore Cafe & Inn	15	13
Mother Natures Inn	14	14
River Ranch Lodge and Restaurant	14	14
Tahoe Exclusive Vacation Rentals	14	12
Tahoe Mountain Properties	14	13
Mourelatos Lakeshore Resort	13	13
Olympic Village Inn	13	13
Granlibakken Tahoe	12	12
Lake Tahoe Accommodations	12	8
LakeFrontHouse.com	12	11
Red Wolf Lodge at Squaw Valley	12	12
Chinquapin / Packard Realty	11	10
Christy Lodge	11	10
Donner Summit Rentals	11	10
Parkside Inn at Incline	11	11
Sierra Vacations by Natural Retreats	11	10
Tahoe Marina Lodge	11	11
Tahoe Rental Company	11	11
Tahoe Woodside Vacation Rentals	11	11
The Border House at Crystal Bay Casino	11	9
Firelite Lodge	10	10
Stevenson's Holliday Inn	10	10
Tahoe Rentals by Wells and Bennett Realtors	10	9
Tahoe Sands Resort	10	10
West Lake Properties at Tahoe	10	10
Agate Bay Realty Vacation Rentals	9	9
Chalet de Huttlinger	9	9
Chaney House	9	9
First Accommodations, Inc.	9	9
Pullen Realty Group	9	9
Tahoe Time Vacation Rental	9	9
Ferrari's Crown Resort	8	8
Goldfish Properties	8	8
Tahoe Tavern Properties	8	8
Vacasa	8	8
Martis Valley Vacation Rentals	7	7
Sierra Mountain Properties	7	7
Tahoe Vistana Inn	7	7
Vacation Station, Inc.	7	7

Americas Best Value Inn Tahoe City	6	6
Club Tahoe Resort	6	6
Sun Bear Realty & Vacation Rentals	6	6
Tahoe North Shore Lodge	6	6
Gar Woods Grill & Pier	5	5
Holiday House	5	5
SellMyTimeShareNow.com	5	5
Tahoe City Inn	5	5
VACAY North Tahoe	5	5
BEST. VACATION. EVER... InvitedHome.com	4	4
Martis Valley Associates Property Rentals	4	4
Tahoe Edgelake Beach Club	4	4
The Lodge at Obexers	4	4
Dockside 700 Bar & Grill	3	3
PepperTree Inn	3	3
Tahoe Real Estate Group	3	3
Vacation Tahoe by O'Neal Brokers	3	3
Tahoe Accommodations	2	2
Caliente! Lake Tahoe	1	1
Sandy's Pub at the Resort at Squaw Creek	1	1
	1636	1551