

September Standing Reports

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Executive Summary

Data based on a sample of up to 12 properties in the North Lake Tahoe destination, representing up to 1600 Units (DestiMetrics Census**) and 49.57% of 3229 total units in the North Lake Tahoe destination (Destination Census***)

Last Month Performance: Current YTD vs. Previous YTD	2020/21	2019/20	Year over Year Variance
North Lake Tahoe Occupancy for last month (Sep) changed by (-24.1%)	Occupancy (Sep) : 41.5%	54.6%	-24.1%
North Lake Tahoe ADR for last month (Sep) changed by (27.9%)	ADR (Sep) : \$ 369	\$ 289	27.9%
North Lake Tahoe RevPAR for last month (Sep) changed by (-2.9%)	RevPAR (Sep) : \$ 153	\$ 158	-2.9%
Next Month Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for next month (Oct) changed by (-32.8%)	Occupancy (Oct) : 20.2%	30.1%	-32.8%
North Lake Tahoe ADR for next month (Oct) changed by (34.3%)	ADR (Oct) : \$ 276	\$ 205	34.3%
North Lake Tahoe RevPAR for next month (Oct) changed by (-9.8%)	RevPAR (Oct) : \$ 56	\$ 62	-9.8%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for the past 6 months changed by (-46.1%)	Occupancy : 29.5%	54.7%	-46.1%
North Lake Tahoe ADR for the past 6 months changed by (34.9%)	ADR : \$ 439	\$ 326	34.9%
North Lake Tahoe RevPAR for the past 6 months changed by (-27.2%)	RevPAR : \$ 129	\$ 178	-27.2%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for the future 6 months changed by (-34.6%)	Occupancy : 11.2%	17.1%	-34.6%
North Lake Tahoe ADR for the future 6 months changed by (19.3%)	ADR : \$ 358	\$ 300	19.3%
North Lake Tahoe RevPAR for the future 6 months changed by (-21.9%)	RevPAR : \$ 40	\$ 51	-21.9%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Sep 30, 2020 vs. Previous Year			
Rooms Booked during last month (Sep,20) compared to Rooms Booked during the same period last year (Sep,19) for all arrival dates has changed by (91.0%)	Booking Pace (Sep) : 5.9%	3.1%	91.0%

* 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 September 2020

CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 20/21

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	<u>FY 20/21</u>	<u>FY 19/20</u>	<u>Variance</u>
Total Revenue Booked as of 9/30/20:	\$1,096,681	\$3,300,706	-67%
Number of Room Nights:	4,979	14707	-66%
Number of Delegates:	2163	7718	-72%
Annual Revenue Goal:	\$2,000,000	\$2,500,000	-20%

Monthly Detail/Activity	<u>September-20</u>	<u>September-19</u>	
<u>Number of Groups Booked:</u>	1	5	
Revenue Booked:	\$57,355	\$233,431	-75%
Room Nights:	345	1190	-71%
Number of Delegates:	120	705	-83%
Booked Group Types:	1 Assoc.	4 Corp., 1 Non-Profit	
Lost Business, # of Groups:	2	35	-94%

<u>Arrived in the month</u>	<u>September-20</u>	<u>September-19</u>	
Number of Groups:	2	9	
Revenue Arrived:	\$73,873	\$493,612	-85%
Room Nights:	343	2281	-85%
Number of Delegates:	175	697	
Arrived Group Types:	1 Corp, 1 Non-Profit	5 Corp., 3 Assoc., 1 Govt.	

Monthly Detail/Activity	<u>August-20</u>	<u>August-19</u>	
<u>Number of Groups Booked:</u>	2	5	
Revenue Booked:	\$61,662	\$200,159	-69%
Room Nights:	353	987	-64%
Number of Delegates:	317	433	-27%
Booked Group Types:	1 Corp. 1 SMF	4 Corp., 1 Assn.	
Lost Business, # of Groups:	14	35	-60%

<u>Arrived in the month</u>	<u>August-20</u>	<u>August-19</u>	
Number of Groups:	1	10	
Revenue Arrived:	\$5,907	\$875,661	-99%
Room Nights:	53	3335	-98%
Number of Delegates:	17	2141	
Arrived Group Types:	1 Corp	9 Corp., 1 Assn.	

Monthly Detail/Activity	<u>July-20</u>	<u>July-19</u>	
<u>Number of Groups Booked:</u>	0	6	

Revenue Booked:	\$0	\$138,643	-100%
Room Nights:	0	591	-100%
Number of Delegates:	0	335	-100%
		3 Corp, 2 SMF,	
Booked Group Types:	0	1 Govt.	
Lost Business, # of Groups:	0	28	

<u>Arrived in the month</u>	<u>July-20</u>	<u>July-19</u>	
Number of Groups:	2	8	
Revenue Arrived:	\$21,415	\$359,396	-94%
Room Nights:	80	1666	-95%
Number of Delegates:	39	2160	
		2 Corp, 2	
		Assoc, 2 SMF,	
Arrived Group Types:	1 CA Assoc.	2 Non-Profit	

	<u>Current Numbers</u>	<u>Goals</u>
For 2021/22:	\$1,054,930	\$1,200,000
For 2022/23:	\$116,002	\$500,000

NUMBER OF LEADS Generated as of 9/30/20:	29
YTD 9/30/19:	89
YTD 9/31/18:	85

Total Number of Leads Generated in Previous Years:

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 - 9/1/20-9/30/20	Total Lodging Book Now	Unique Lodging Book Now
Hyatt Regency Lake Tahoe Resort Spa & Casino	75	73
Cedar Crest Cottages	58	53
Cottage Inn at Lake Tahoe	57	55
Tahoe Sands Resort	50	42
The Village at Squaw Valley	47	40
Mourelatos Lakeshore Resort	44	41
Meeks Bay Resort & Marina	43	35
Tahoe Luxury Properties	42	41
The Ritz-Carlton, Lake Tahoe	42	41
Northstar California Resort	39	36
Red Wolf Lakeside Lodge	37	34
Resort at Squaw Creek	37	35
Brockway Springs Resort	34	30
Cedar Glen Lodge	34	32
Granlibakken Tahoe	34	33
Sunnyside Restaurant & Lodge	33	32
Tahoe Moon Properties	33	31
North Tahoe Rental Company	32	27
Sun Bear Realty & Vacation Rentals	31	31
Ferrari's Crown Resort	28	24
West Shore Cafe & Inn	28	27
Lake Tahoe Accommodations	27	26
Olympic Village Inn	27	27
Tahoe Signature Properties	27	25
Tahoe Mountain Lodging	26	25
Chalet de Huttlinger	25	21
Constellation Residences at Northstar	25	19
Tahoe Exclusive Vacation Rentals	25	24
Agate Bay Realty Vacation Rentals	24	23
Tahoe Rental Company	24	23
Basecamp Hotel Tahoe City	23	23
Northstar Lodge by Welk Resorts	23	22
Tahoma Meadows Cottages	23	23
Waters of Tahoe Properties	23	23
Hauserman Rental Group	22	21
Sierra Vacations by Natural Retreats	22	22
Stay In Lake Tahoe	21	19
Tahoe Accommodations	21	20
Tahoe Getaways Vacation Rentals	21	21
VACAY North Tahoe	21	21

Squaw Valley Lodge	20	20
Tahoe Rentals by Wells and Bennett Realtors	20	20
PlumpJack Squaw Valley Inn	19	18
Tahoe Biltmore Lodge & Casino	19	18
Tahoe Vacation Rentals	19	19
Tahoe Woodside Vacation Rentals	18	17
Franciscan Lakeside Lodge	17	15
Goldfish Properties	17	14
Incline Vacation Rentals	17	17
Tahoe Marina Lodge	17	15
The Lodge at Sugar Bowl	17	16
Vacation Station, Inc.	17	16
Vacation Tahoe by O'Neal Brokers	17	16
Chaney House	16	16
Holiday House	16	15
Tahoe City Inn	16	13
Tahoe Time Vacation Rental	16	14
Sierra Mountain Properties	14	14
First Accommodations, Inc.	13	13
PepperTree Inn	13	13
Tahoe Real Estate Group	13	11
The Border House at Crystal Bay Casino	13	12
West Lake Properties at Tahoe	13	13
Firelite Lodge	12	10
Parkside Inn at Incline	10	10
Red Wolf Lodge at Squaw Valley	8	8
Americas Best Value Inn Tahoe City	7	7
SellMyTimeShareNow.com	7	7
Tamarack Lodge	7	5
The Lodge at Obexers	7	7
Tahoe Vistana Inn	6	6
Gar Woods Grill & Pier	3	3
Caliente! Lake Tahoe	1	1
	1753	1640

Lodging Referrals - 9/1/20-9/30/20	Total Lodging Listing Site	Unique Lodging Listing Site
Hyatt Regency Lake Tahoe Resort Spa & Casino	88	84
Tahoe Vista Lodge and Cabins	55	47
Tahoe Luxury Properties	44	39
Meeks Bay Resort & Marina	41	41
Hyatt High Sierra Lodge, A Hyatt Residence Club	39	39
Granlibakken Tahoe	37	37
Cedar Glen Lodge	31	29
The Village at Squaw Valley	31	31
Tahoe Biltmore Lodge & Casino	29	29
Cedar Crest Cottages	26	26
Cottage Inn at Lake Tahoe	26	26
Northstar California Resort	25	25
Hostel Tahoe in Kings Beach	23	18
Mourelatos Lakeshore Resort	23	23
Resort at Squaw Creek	22	21
Tahoe Moon Properties	21	19
Gar Woods Grill & Pier	20	20
Red Wolf Lakeside Lodge	20	19
Rockwood Lodge	20	18
Sunnyside Restaurant & Lodge	20	20
The Ritz-Carlton, Lake Tahoe	20	20
Waters of Tahoe Properties	20	19
Chalet de Huttlinger	19	18
Brockway Springs Resort	17	17
Donner Lake Village	17	17
Lake Tahoe Deluxe Vacation Rentals	17	17
Sun Bear Realty & Vacation Rentals	17	17
Tahoe Truckee Factory Stores	17	14
Tahoe Getaways Vacation Rentals	16	16
Tahoe Rentals by Wells and Bennett Realtors	16	15
Tahoe Sands Resort	16	16
Franciscan Lakeside Lodge	15	15
Stay In Lake Tahoe	15	13
Tahoe Mountain Lodging	15	14
West Shore Cafe & Inn	15	15
Hauserman Rental Group	14	14
LakeFrontHouse.com	14	12
PlumpJack Squaw Valley Inn	14	14
Goldfish Properties	13	11
Tahoe Exclusive Vacation Rentals	13	13

Tahoma Meadows Cottages	13	13
Chinquapin / Packard Realty	12	10
Incline Vacation Rentals	12	12
River Ranch Lodge and Restaurant	12	11
Tahoe Signature Properties	12	11
Basecamp Hotel Tahoe City	11	11
Castle Peak Vacation Rentals	11	11
Olympic Village Inn	11	11
Tahoe Time Vacation Rental	11	11
Tahoe Woodside Vacation Rentals	11	10
Agate Bay Realty Vacation Rentals	10	10
Chaney House	10	10
Ferrari's Crown Resort	10	10
Firelite Lodge	10	9
North Tahoe Rental Company	10	10
Sierra Vacations by Natural Retreats	10	10
Vacation Station, Inc.	10	6
VACAY North Tahoe	10	10
Constellation Residences at Northstar	9	8
Squaw Valley Lodge	9	9
Tahoe Edgelake Beach Club	9	9
Tahoe Tavern Properties	9	9
The Lodge at Sugar Bowl	9	9
Donner Summit Rentals	8	7
First Accommodations, Inc.	8	8
Lake Tahoe Accommodations	8	8
Martis Valley Associates Property Rentals	8	7
Rustic Cottages	8	7
Tahoe Mountain Properties	8	8
West Lake Properties at Tahoe	8	8
Martis Valley Vacation Rentals	7	7
Northstar Lodge by Welk Resorts	7	6
Sierra Mountain Properties	7	7
Stevenson's Holliday Inn	7	7
Tahoe Rental Company	7	6
Tahoe Vacation Rentals	7	7
Vacation Tahoe by O'Neal Brokers	7	7
Pullen Realty Group	6	6
Tahoe Accommodations	6	6
Tahoe Marina Lodge	6	6
Tahoe North Shore Lodge	6	6
Tahoe Real Estate Group	6	6
Tamarack Lodge	6	6

BEST. VACATION. EVER... InvitedHome.com	5	5
Mother Natures Inn	5	5
Christy Lodge	4	4
Club Tahoe Resort	4	3
Sandy's Pub at the Resort at Squaw Creek	4	2
Tahoe City Inn	4	4
Holiday House	3	3
Parkside Inn at Incline	3	3
Red Wolf Lodge at Squaw Valley	3	3
Tahoe Vistana Inn	3	3
West Shore Sports	3	3
Americas Best Value Inn Tahoe City	2	2
PepperTree Inn	2	2
SellMyTimeShareNow.com	2	2
The Border House at Crystal Bay Casino	2	2
The Lodge at Obexers	2	2
The Cedar House Sport Hotel	1	1
	1395	1333