

# October 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 1616 Units (DestiMetrics Census\*\*) and 50,04% of 3229 total units in the North Lake Tahoe destination (Destination Census\*\*\*)

Last Month Performance: Current YTD vs. Previous YTD	2020/21	2018/19	Year over Year % Variance
North Lake Tahoe Occupancy for last month (Oct) changed by (-13.7%)	35.2%	40.8%	-13.7%
North Lake Tahoe ADR for last month (Oct) changed by (37.2%)	\$ 291	\$ 212	37.2%
North Lake Tahoe RevPAR for last month (Oct) changed by (18.5%)	\$ 103	\$ 87	18.5%
<b>Next Month Performance: Current YTD vs. Previous YTD</b>			
North Lake Tahoe Occupancy for next month (Nov) changed by (-1.9%)	25.3%	25.8%	-1.9%
North Lake Tahoe ADR for next month (Nov) changed by (56.7%)	\$ 362	\$ 231	56.7%
North Lake Tahoe RevPAR for next month (Nov) changed by (53.7%)	\$ 92	\$ 60	53.7%
<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 (-29.1%)	39.0%	55.1%	-29.1%
North Lake Tahoe ADR for the past 6 months changed by (29.4%)	\$ 424	\$ 328	29.4%
North Lake Tahoe RevPAR for the past 6 months changed by (-8.3%)	\$ 166	\$ 181	-8.3%
<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 (-24.3%)	14.8%	19.6%	-24.3%
North Lake Tahoe ADR for the future 6 months changed by (36.3%)	\$ 462	\$ 339	36.3%
North Lake Tahoe RevPAR for the future 6 months changed by (3.1%)	\$ 69	\$ 66	3.1%
<b>Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Oct 31, 2020 vs. Previous Year</b>			
Rooms Booked during last month (Oct,20) compared to Rooms Booked during the same period last year (Oct,18) for all arrival dates has changed by (12.8%)	Booking Pace (Oct)	7.9%	12.8%

\* 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.

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## Monthly Report October 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 10/31/20:	\$1,098,382	\$3,375,698	-67%
Number of Room Nights:	4,958	16108	-69%
Number of Delegates:	2196	7934	-72%
Annual Revenue Goal:	\$2,000,000	\$2,500,000	-20%

Monthly Detail/Activity	<u>October-20</u>	<u>October-19</u>	
<u>Number of Groups Booked:</u>	2	7	
Revenue Booked:	\$136,331	\$580,148	-77%
Room Nights:	569	1106	-49%
Number of Delegates:	250	3212	-92%
		3 Corp., 4	
Booked Group Types:	2 Corp.	Assoc.	
Lost Business, # of Groups:	0	48	-100%

<u>Arrived in the month</u>	<u>October-20</u>	<u>October-19</u>	
Number of Groups:	0	4	
Revenue Arrived:	\$0	\$166,169	-100%
Room Nights:	0	825	-100%
Number of Delegates:	0	365	
		3 Corp., 1	
Arrived Group Types:		Assoc.	

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%
		4 Corp., 1 Non-	
Booked Group Types:	1 Assoc.	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	
	1 Corp, 1 Non-	5 Corp., 3	
Arrived Group Types:	Profit	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%

<b><u>Arrived in the month</u></b>	<b><u>August-20</u></b>	<b><u>August-19</u></b>	
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.
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**Monthly Detail/Activity**

	<b><u>July-20</u></b>	<b><u>July-19</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>0</b>	<b>6</b>	
Revenue Booked:	\$0	\$138,643	-100%
Room Nights:	0	591	-100%
Number of Delegates:	0	335	-100%

Booked Group Types:	0	3 Corp, 2 SMF,
Lost Business, # of Groups:	0	1 Govt.
		28

<b><u>Arrived in the month</u></b>	<b><u>July-20</u></b>	<b><u>July-19</u></b>	
Number of Groups:	2	8	
Revenue Arrived:	\$21,415	\$359,396	-94%
Room Nights:	80	1666	-95%
Number of Delegates:	39	2160	

Arrived Group Types:	1 CA Assoc.	2 Corp, 2 Assoc, 2 SMF, 2 Non-Profit
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	<b><u>Current Numbers</u></b>	<b><u>Goals</u></b>
For 2021/22:	<b>\$1,189,560</b>	<b>\$1,200,000</b>
For 2022/23:	<b>\$116,002</b>	<b>\$500,000</b>

NUMBER OF LEADS Generated as of 10/31/20:	<b>35</b>
YTD 9/30/19:	124
YTD 9/31/18:	

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

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

Lodging Referrals - 10/1/20-10/31/20	Total Lodging Listing Site	Unique Lodging Listing Site
Tahoe Luxury Properties	52	46
Hyatt Regency Lake Tahoe Resort Spa & Casino	49	47
Hyatt High Sierra Lodge, A Hyatt Residence Club	38	36
Granlibakken Tahoe	31	29
Cedar Crest Cottages	30	30
Cedar Glen Lodge	30	28
The Ritz-Carlton, Lake Tahoe	30	26
Cottage Inn at Lake Tahoe	26	26
Lake Tahoe Deluxe Vacation Rentals	25	22
Rustic Cottages	25	24
Northstar California Resort	24	23
Hostel Tahoe in Kings Beach	23	12
Meeks Bay Resort & Marina	22	22
Tahoe Sands Resort	22	20
Basecamp Hotel Tahoe City	19	18
Tahoe Moon Properties	19	18
Tahoe Mountain Lodging	19	17
Brockway Springs Resort	18	18
Sunnyside Restaurant & Lodge	18	15
Tahoe Signature Properties	18	15
Tahoe Vista Lodge and Cabins	18	18
The Village at Squaw Valley	17	16
Mourelatos Lakeshore Resort	16	15
Resort at Squaw Creek	16	14
Tahoe Biltmore Lodge & Casino	16	15
West Shore Cafe & Inn	16	16
Rockwood Lodge	15	14
Agate Bay Realty Vacation Rentals	14	13
Chinquapin / Packard Realty	14	10
Martis Valley Associates Property Rentals	14	12
Tahoe Truckee Factory Stores	14	13
Tahoe Rental Company	13	12
Tahoe Tavern Properties	13	12
Castle Peak Vacation Rentals	12	12
LakeFrontHouse.com	12	12
North Tahoe Rental Company	12	11
Sierra Mountain Properties	12	10
Tahoe Exclusive Vacation Rentals	12	12
Tahoe Getaways Vacation Rentals	12	10
Tahoe Vacation Rentals	12	10

Firelite Lodge	11	10
The Lodge at Sugar Bowl	11	10
Chalet de Huttlinger	10	10
Constellation Residences at Northstar	10	9
Franciscan Lakeside Lodge	10	10
Gar Woods Grill & Pier	10	10
Hauserman Rental Group	10	8
Sun Bear Realty & Vacation Rentals	10	10
Tahoe Accommodations	10	10
Tahoe Mountain Properties	10	10
First Accommodations, Inc.	9	8
Martis Valley Vacation Rentals	9	9
River Ranch Lodge and Restaurant	9	9
Stay In Lake Tahoe	9	9
Tahoe Edgelake Beach Club	9	9
Tahoe Rentals by Wells and Bennett Realtors	9	8
Vacation Tahoe by O'Neal Brokers	9	8
West Shore Sports	9	9
Incline Vacation Rentals	8	8
Stevenson's Holliday Inn	8	7
Tahoe Woodside Vacation Rentals	8	7
Tahoma Meadows Cottages	8	8
Chaney House	7	7
Ferrari's Crown Resort	7	7
PlumpJack Squaw Valley Inn	7	7
Pullen Realty Group	7	7
Red Wolf Lakeside Lodge	7	7
Tahoe Time Vacation Rental	7	7
West Lake Properties at Tahoe	7	7
BEST. VACATION. EVER... InvitedHome.com	6	6
Donner Lake Village	6	6
Donner Summit Rentals	6	6
Goldfish Properties	6	6
Lake Tahoe Accommodations	6	6
Northstar Lodge by Welk Resorts	6	5
Squaw Valley Lodge	6	6
The Border House at Crystal Bay Casino	6	5
Club Tahoe Resort	5	5
Olympic Village Inn	5	5
Sierra Vacations by Natural Retreats	5	5
Tahoe Real Estate Group	5	5
Tahoe Vistana Inn	5	5
Tamarack Lodge	5	5

VACAY North Tahoe	5	5
Waters of Tahoe Properties	5	5
Red Wolf Lodge at Squaw Valley	4	4
Tahoe Donner Golf Course	4	4
Tahoe Marina Lodge	4	4
Tahoe North Shore Lodge	4	4
The Lodge at Obexers	4	4
Christy Lodge	3	3
PepperTree Inn	3	3
Tahoe City Inn	3	3
The Inn at Boatworks	3	3
Vacation Station, Inc.	3	3
Americas Best Value Inn Tahoe City	2	2
Mother Natures Inn	2	2
Parkside Inn at Incline	2	2
Tahoe Donner Cross Country Ski Center	2	2
Holiday House	1	1
SellMyTimeShareNow.com	1	1
	<b>1206</b>	<b>1125</b>

<b>Lodging Book Now Referrals - 10/1/20-10/31/20</b>	<b>Total Lodging Book Now</b>	<b>Unique Lodging Book Now</b>
Tahoe Luxury Properties	50	46
Hyatt Regency Lake Tahoe Resort Spa & Casino	44	41
The Ritz-Carlton, Lake Tahoe	39	36
The Village at Squaw Valley	30	24
Tahoe Sands Resort	28	24
Cottage Inn at Lake Tahoe	26	25
Tahoe Mountain Lodging	26	22
Brockway Springs Resort	25	24
Mourelatos Lakeshore Resort	25	25
Cedar Crest Cottages	24	21
Meeks Bay Resort & Marina	24	17
Sun Bear Realty & Vacation Rentals	23	22
Hauserman Rental Group	22	21
Cedar Glen Lodge	21	21
Lake Tahoe Accommodations	21	19
Basecamp Hotel Tahoe City	19	16
North Tahoe Rental Company	19	18
Red Wolf Lakeside Lodge	19	18
Tahoe Getaways Vacation Rentals	19	18
Tahoe Moon Properties	18	17
Tahoe Time Vacation Rental	18	17
Agate Bay Realty Vacation Rentals	17	15
Incline Vacation Rentals	17	14
Olympic Village Inn	17	14
Stay In Lake Tahoe	17	16
Sunnyside Restaurant & Lodge	17	16
Granlibakken Tahoe	16	15
Tahoe Accommodations	16	14
Tahoe Vacation Rentals	16	12
Constellation Residences at Northstar	15	12
Resort at Squaw Creek	15	14
Tahoe Signature Properties	14	14
Vacation Station, Inc.	14	13
Vacation Tahoe by O'Neal Brokers	14	14
Franciscan Lakeside Lodge	13	12
Tahoe Real Estate Group	13	12
Tahoe Woodside Vacation Rentals	13	12
Waters of Tahoe Properties	13	13
First Accommodations, Inc.	12	11
Northstar California Resort	12	12



Northstar Lodge by Welk Resorts	12	11
Sierra Mountain Properties	12	12
Tahoma Meadows Cottages	12	12
VACAY North Tahoe	12	12
West Shore Cafe & Inn	12	11
PlumpJack Squaw Valley Inn	11	11
Tahoe Biltmore Lodge & Casino	11	10
Tahoe Rental Company	11	11
The Border House at Crystal Bay Casino	11	6
The Lodge at Obexers	11	11
Goldfish Properties	10	10
Tahoe Exclusive Vacation Rentals	10	10
Chalet de Huttlinger	9	9
Chaney House	9	8
Ferrari's Crown Resort	9	8
PepperTree Inn	9	8
Sierra Vacations by Natural Retreats	9	9
Squaw Valley Lodge	9	8
Tahoe Rentals by Wells and Bennett Realtors	9	7
Firelite Lodge	8	6
Red Wolf Lodge at Squaw Valley	8	8
Tahoe Vistana Inn	7	7
Tamarack Lodge	7	6
The Lodge at Sugar Bowl	7	6
West Lake Properties at Tahoe	7	7
Tahoe Marina Lodge	6	5
Americas Best Value Inn Tahoe City	5	5
Holiday House	4	4
Parkside Inn at Incline	4	4
SellMyTimeShareNow.com	4	4
Tahoe City Inn	4	4
Tahoe Donner Golf Course	3	3
	<b>1093</b>	<b>1000</b>