

December Standing Reports

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Executive Summary

Data based on a sample of up to 11 properties in the North Lake Tahoe destination, representing up to 1472 Units (DestiMetrics Census**) and 45.58% 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 (Dec) changed by (-57.3%)	Occupancy (Dec) : 21.3%	49.9%	-57.3%
North Lake Tahoe ADR for last month (Dec) changed by (-7.4%)	ADR (Dec) : \$ 440	\$ 475	-7.4%
North Lake Tahoe RevPAR for last month (Dec) changed by (-60.5%)	RevPAR (Dec) : \$ 94	\$ 237	-60.5%
Next Month Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for next month (Jan) changed by (-47.2%)	Occupancy (Jan) : 23.6%	44.7%	-47.2%
North Lake Tahoe ADR for next month (Jan) changed by (11.8%)	ADR (Jan) : \$ 411	\$ 368	11.8%
North Lake Tahoe RevPAR for next month (Jan) changed by (-41.0%)	RevPAR (Jan) : \$ 97	\$ 164	-41.0%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for the past 6 months changed by (-26.2%)	Occupancy 39.3%	53.2%	-26.2%
North Lake Tahoe ADR for the past 6 months changed by (18.8%)	ADR \$ 419	\$ 353	18.8%
North Lake Tahoe RevPAR for the past 6 months changed by (-12.3%)	RevPAR \$ 165	\$ 188	-12.3%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for the future 6 months changed by (-31.2%)	Occupancy 15.3%	22.3%	-31.2%
North Lake Tahoe ADR for the future 6 months changed by (15.6%)	ADR \$ 391	\$ 338	15.6%
North Lake Tahoe RevPAR for the future 6 months changed by (-20.5%)	RevPAR \$ 60	\$ 75	-20.5%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Dec 31, 2020 vs. Previous Year			
Rooms Booked during last month (Dec.20) compared to Rooms Booked during the same period last year (Dec,18) for all arrival dates has changed by (-88.1%)	Booking Pace (Dec)	7.4%	-88.1%

* 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 December 2020

CONFERENCE REVENUE STATISTICS

North Shore Properties

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

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 20/21</u>	<u>FY 19/20</u>	<u>Variance</u>
Total Revenue Booked as of 12/31/20:	\$1,059,448	\$3,446,597	-69%
Number of Room Nights:	4,709	16025	-71%
Number of Delegates:	2236	8340	-73%
Annual Revenue Goal:	\$2,000,000	\$2,500,000	-20%

<u>Monthly Detail/Activity</u>	<u>December-20</u>	<u>December-19</u>	
<u>Number of Groups Booked:</u>	0	4	
Revenue Booked:	\$0	\$155,480	-100%
Room Nights:	0	687	-100%
Number of Delegates:	0	197	-100%
		2 Corp, 1	
Booked Group Types:		Assoc., 1 Govt.	
Lost Business, # of Groups:	1	22	-95%

<u>Arrived in the month</u>	<u>December-20</u>	<u>December-19</u>	
Number of Groups:	0	2	
Revenue Arrived:	\$0	\$55,138	-100%
Room Nights:	0	441	-100%
Number of Delegates:	0	363	
		1 Corp., 1	
Arrived Group Types:		Assoc.	

<u>Monthly Detail/Activity</u>	<u>November-20</u>	<u>November-19</u>	
<u>Number of Groups Booked:</u>	1	9	
Revenue Booked:	\$33,881	\$587,681	-94%
Room Nights:	94	2328	-96%
Number of Delegates:	65	1151	-94%
		3 Corp., 5	
Booked Group Types:	1 CA Assoc.	Assoc., 1 SMF	
Lost Business, # of Groups:	2	40	-95%

<u>Arrived in the month</u>	<u>November-20</u>	<u>November-19</u>	
Number of Groups:	0	2	
Revenue Arrived:	\$0	\$66,659	-100%
Room Nights:	0	380	-100%
Number of Delegates:	0	447	
Arrived Group Types:		2 Corp.	

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:	0	9	
Revenue Arrived:	\$0	\$493,612	-100%
Room Nights:	0	2281	-100%
Number of Delegates:	0	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%
	1 Corp. 1 SMF	4 Corp., 1 Assn.	
Booked Group Types:			
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:	\$6,965	\$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	
Arrived Group Types:	1 CA Assoc.	2 Corp, 2	

	<u>Current Numbers</u>	<u>Goals</u>
For 2021/22:	\$1,189,560	\$1,200,000
For 2022/23:	\$116,002	\$500,000

NUMBER OF LEADS Generated as of 12/31/20:	38
YTD 12/31/19:	160
YTD 11/30/18:	152

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

Agate Bay Realty Vacation Rentals	2	2
Chalet de Huttlinger	2	2
Franciscan Lakeside Lodge	2	2
Gar Woods Grill & Pier	2	2
Incline Vacation Rentals	2	2
Mourelatos Lakeshore Resort	2	2
Red Wolf Lakeside Lodge	2	2
Red Wolf Lodge at Squaw Valley	2	2
Sierra Mountain Properties	2	2
Stay In Lake Tahoe	2	2
Tahoe Accommodations	2	2
Tahoe Mountain Lodging	2	2
Tahoe North Shore Lodge	2	2
Tahoe Signature Properties	2	2
Tahoe Woodside Vacation Rentals	2	2
Tamarack Lodge	2	2
The Hotel at Sugar Bowl	2	2
Waters of Tahoe Properties	2	2
Americas Best Value Inn Tahoe City	1	1
Chaney House	1	1
Chinquapin / Packard Realty	1	1
Firelite Lodge	1	1
First Accommodations, Inc.	1	1
Goldfish Properties	1	1
Holiday House	1	1
LakeFrontHouse.com	1	1
North Tahoe Rental Company	1	1
Olympic Village Inn	1	1
PepperTree Inn	1	1
PlumpJack Squaw Valley Inn	1	1
Pullen Realty Group	1	1
Sierra Vacations by Natural Retreats	1	1
Stevenson's Holliday Inn	1	1
Tahoe Edgelake Beach Club	1	1
Tahoe Marina Lodge	1	1
Tahoe Real Estate Group	1	1
Tahoe Rental Company	1	1
Tahoe Vacation Rentals	1	1
The Border House at Crystal Bay Casino	1	1
Vacation Tahoe by O'Neal Brokers	1	1
West Shore Cafe & Inn	1	1
	286	279

