DESTINATION LEVEL RESERVATIONS ACTIVITY SUMMARY

Produced by Inntopia. Presented as a community service by the North Lake Tahoe DestiMetrics subscribing organization

north lake tahoe

Destination: North Lake Tahoe **Period: Bookings as of Jan 31, 2021**

Executive Summary - Year over Year Variance and Analysis

Data based on a sample of up to 12 properties in the North Lake Tahoe destination, representing up to 1,619 Units ('DestiMetrics Census'*) and 50.1% of 3,229 total units in the North Lake Tahoe destination ('Destination Census')**

MARKET OVERVIEW: January marks the mid-way point of the winter season for our Mountain destinations, and as traffic raged and the snow fell in varying amounts from resort to resort, destinations across the west had varied turnouts of skiers and snowboarders. Lingering public health orders limited access and capacity in many regions, dictating upper limits on capacity. Snowfall may have also played a hand in year-over-year comparisons of visitation in January as much of the west experienced a relatively dry month early on compared to prior years, though that changed as the month progressed. As resort limitations have turned some skiers and snowboarders towards seeking new vertical to conquer, backcountry access has grown in popularity, piggy backing on the late season trend from last winter, but creating potential danger for those that are unaccustomed to the terrain or safety protocols of back country recreation. Anecdotal gripes from consumers cite a market frenzy on outdoor gear, which is hopefully the byproduct of increased interest in snow sports by new participants, helping to counter the well understood shrinking participation rate in the industry. Coming off the tail-end of the busy holiday season, exposure to the COVID-19 virus remained lower than prior months while new cases as reported by the Center for Disease Control (CDC) dropped -33.3 percent from 168,939 on January 1st to 112,772 on the 31st, bringing the daily new case report number down to levels reached in early November. The US led the world in daily vaccination rates with roughly 1.35 million doses administered per day, and by the end of the month, a significant milestone in the fight against COVID-19 had been achieved as more Americans had received the vaccine than daily reported new cases. However, per capita vaccination rates remain below target levels, driven largely by supply chain issues, though many of the issues appear to be resolving. While the spread of the virus is starting to be controlled, pressure on the US job market has increased, and following a dismal report from December the US created only 49,000 jobs in January. As December's reported job loss was adjusted further to -227,000, the 3-month average job gain/loss is only +29,000, down -88.0 percent compared to the same period last year, and further highlighting the grim realities of the labor market. The Consumer Confidence Index (CCI) increased in January 2.5 percent to 89.3 points (1985=100), though remains far below the supplier-friendly 100-point level. . Lynn Franco, Senior Director of Economic Indicators at the Conference Board said, "Consumers' expectations for the economy and jobs, however, advanced further, suggesting that consumers foresee conditions improving in the not-too-distant future". While consumers expect an improvement in the near future, financial markets reflected a weaker sentiment as the Dow Jones Industrial Average (DJIA) decreased -1.4 percent, or -426.94 points to 29,982.62 from January trading, erasing almost all of the gains made throughout December. Though the econom ic situation has remained fairly stagnant over the past two months, there does appear to be positive signs emerging as mass vaccinations are taking place. Coupled with the passing of stimulus and aid packages, an increased focus on vaccination helps to pave the way towards opening the economy back up, though the cost both in labor and resources to do so is yet to be known. Locally, North Lake Tahoe occupancy was down -42.7 percent in January versus 2020, accompanied with a decrease in rate of -1.8 percent. North Lake Tahoe occupancy for the past six months (August - January) was down -30.5 percent compared to the same period last year, accompanied with an increase in rate of +9.7 percent. Bookings taken in January for arrival in January were down -20.8% percent compared to bookings taken in January 2020 (not shown).

		2020/21	2019/20	Year over Year % Diff
a. Last Month Performance: Current YTD vs. Previous YTD				
Occupancy Rates during last month (January, 2021) were (-42.7%) compared to the same period last year (January, 2020) , while Average Daily Rate was also (-1.8%).	Occupancy (January) :	30.9%	54.0%	-42.7%
	ADR (January) :	$381	$388	-1.8%
b. Next Month Performance: Current YTD vs. Previous YTD				
Occupancy Rates for next month (February, 2021) are down (-25.9%) compared to the same period last year, while Average Daily Rate is up (7.7%).	Occupancy (February) :	39.1%	52.8%	-25.9%
	ADR (February) :	$463	$430	7.7%
c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD				
Occupancy Rates for the previous 6 months (August - January) are down (-30.5%) compared to the same period last year, while Average Daily Rate is up (9.7%).	Occ - 6 Month Historic	34.4%	49.5%	-30.5%
	ADR - 6 Month Historic	$387	$353	9.7%
d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
Occupancy Rates for the upcoming 6 months (February - July) are down (-29.3%) compared to the same period last year, while Average Daily Rate is up (17.4%).	Occ % - 6 Month Future	19.7%	27.8%	-29.3%
	ADR - 6 Month Future	$435	$371	17.4%
e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Jan. 31, 2021 vs. Previous Year				
Rooms Booked during last month (January, 2021) compared to Rooms Booked during the same period last year (January, 2020) for all arrival dates are down by (-45.6%)	Booking Pace (January):	3.5%	9.7%	-45.6%

LOOKING FORWARD: With January behind it, the western mountain travel industry is in the midst of the traditional bread-and-butter months of the season. And with fresh snow in many resorts in the latter part of the month, as well as declining COVID-19 cases, hospitalizations, and deaths, the addition of increased vaccination rates is creating an air of progress or a glimpse of light at the end of the tunnel. But overall conditions remain much as they were not long ago, and developments in recovery are slow to materialize at the cash register. Ongoing, and critically important, restrictions to capacity do and should remain in place for the balance of the season, as the unknown quantities around how variants will spread, and impact health and safety, remain to be seen. Of the things we know, booking volume is high, particularly for reservations arriving within 30 days, and cancellation volume is dropping, pushing net bookings positive and creating momentum on fill. And as our monitoring of bookings against COVID cases has progressed, we can reliably cite new cases as a leading indicator of booking activity, making us hopeful that the weeks ahead will fill in some of the occupancy and revenue deficits. But as noted above, economic conditions are lackluster at best, and without meaningful economic activity across all segments of the economy, destination travel will remain at-risk. Locally, North Lake Tahoe on-the-books occupancy for February 2021 is down -25.9 percent compared to 2020, accompanied with an increase in rate of +7.7 percent. Occupancy on-the-books for the upcoming six months (February - July) is down -29.3 percent compared to the same period last year, with an increase in rate of +17.4 percent. North Lake Tahoe bookings taken in January for arrival January - June are down -45.6 percent compared to the same period last year.

For more information:

INNTOPIA DestiMetrics

North Lake Tahoe Contact Info:	**Sarah Winters, Director of Sales**	Sarah@gotahoenorth.com	www.nltra.org
Inntopia Contact Information:		info@DestiMetrics.com	www.DestiMetrics.com