

February Standing Reports

Celebrate
Relax
Experience

it's human  ature

Executive Summary

Data based on a sample of up to 12 properties in the North Lake Tahoe destination, representing up to 1641 Units (DestiMetrics Census**) and 50.83% of 3229 total units in the North Lake Tahoe destination (Destination Census***). The 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.

| Last Month Performance: Current YTD vs. Previous YTD | 2020/21 | 2019/20 | Year over Year Variance |
|---|---------------------------|---------|-------------------------|
| North Lake Tahoe Occupancy for last month (Feb) changed by (-7.3%) | Occupancy (Feb) : 56.0% | 60.5% | -7.3% |
| North Lake Tahoe ADR for last month (Feb) changed by (7.4%) | ADR (Feb) : \$ 456 | \$ 424 | 7.4% |
| North Lake Tahoe RevPAR for last month (Feb) changed by (-0.5%) | RevPAR (Feb) : \$ 256 | \$ 257 | -0.5% |
| Next Month Performance: Current YTD vs. Previous YTD | | | |
| North Lake Tahoe Occupancy for next month (Mar) changed by (-8.0%) | Occupancy (Mar) : 36.8% | 40.0% | -8.0% |
| North Lake Tahoe ADR for next month (Mar) changed by (9.6%) | ADR (Mar) : \$ 376 | \$ 343 | 9.6% |
| North Lake Tahoe RevPAR for next month (Mar) changed by (0.9%) | RevPAR (Mar) : \$ 138 | \$ 137 | 0.9% |
| Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD | | | |
| North Lake Tahoe Occupancy for the past 6 months changed by (-26.4%) | Occupancy : 35.2% | 47.9% | -26.4% |
| North Lake Tahoe ADR for the past 6 months changed by (6.5%) | ADR : \$ 382 | \$ 359 | 6.5% |
| North Lake Tahoe RevPAR for the past 6 months changed by (-21.7%) | RevPAR : \$ 135 | \$ 172 | -21.7% |
| Future 6 Month On The Books Performance: Current YTD vs. Previous YTD | | | |
| North Lake Tahoe Occupancy for the future 6 months changed by (-16.8%) | Occupancy : 23.1% | 27.8% | -16.8% |
| North Lake Tahoe ADR for the future 6 months changed by (23.8%) | ADR : \$ 447 | \$ 361 | 23.8% |
| North Lake Tahoe RevPAR for the future 6 months changed by (3.0%) | RevPAR : \$ 103 | \$ 100 | 3.0% |
| Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Feb 28, 2021 vs. Previous Year | | | |
| Rooms Booked during last month (Feb,21) compared to Rooms Booked during the same period last year (Feb,20) for all arrival dates has changed by (42.7%) | Booking Pace (Feb) : 7.5% | 5.3% | 42.7% |

* 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 season's ending 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.

© 2021 Sterling Valley Systems, Inc. All rights reserved. No parts of this work may be reproduced in any form or by any means, graphic, electronic or mechanical, including photocopying, recording, taping or information storage and retrieval systems - without the written permission of the copyright holder. Products that are referred to in this document may be either trademarks and/or registered trademarks of the respective owners. The publisher and the author make no claim to these Trademarks. While every precaution has been taken in the preparation of this document, the publisher and the author assume no responsibility for errors or omissions, or for damages resulting from the use of information contained in this document or from the use of programs and source code that may accompany it. In no event shall the publisher or author be liable for any loss of profit or any other commercial damage caused or alleged to have been caused directly or indirectly by this document.

Monthly Report February 2021

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 2/28/21: | \$636,269 | \$3,357,219 | -81% |
| Number of Room Nights: | 2,728 | 14646 | -81% |
| Number of Delegates: | 1356 | 7851 | -83% |
| Annual Revenue Goal: | \$2,000,000 | \$2,500,000 | -20% |

| <u>Monthly Detail/Activity</u> | <u>February-21</u> | <u>February-20</u> | |
|---------------------------------|--------------------|--------------------|------|
| <u>Number of Groups Booked:</u> | 1 | 1 | |
| Revenue Booked: | \$12,537 | \$6,519 | 92% |
| Room Nights: | 45 | 51 | -12% |
| Number of Delegates: | 10 | 17 | -41% |
| Booked Group Types: | Corp | 1 Assoc. | |
| Lost Business, # of Groups: | 6 | 13 | |

| <u>Arrived in the month</u> | <u>February-21</u> | <u>February-20</u> | |
|-----------------------------|--------------------|--------------------|------|
| Number of Groups: | 1 | 4 | |
| Revenue Arrived: | \$12,537 | \$222,088 | -94% |
| Room Nights: | 45 | 1070 | -96% |
| Number of Delegates: | 10 | 578 | -98% |
| Arrived Group Types: | Corp. | 3 Corp., 1 Assoc. | |

| <u>Monthly Detail/Activity</u> | <u>January-21</u> | <u>January-20</u> | |
|---------------------------------|-------------------|-------------------|--|
| <u>Number of Groups Booked:</u> | 0 | 4 | |
| Revenue Booked: | \$0 | \$103,336 | |
| Room Nights: | 0 | 418 | |
| Number of Delegates: | 0 | 298 | |
| Booked Group Types: | | 1 Corp., 3 Assoc. | |
| Lost Business, # of Groups: | 3 | 29 | |

| <u>Arrived in the month</u> | <u>January-21</u> | <u>January-20</u> | |
|-----------------------------|-------------------|-------------------|-------|
| Number of Groups: | 0 | 4 | |
| Revenue Arrived: | \$0 | \$330,384 | |
| Room Nights: | 0 | 1522 | -100% |
| Number of Delegates: | 0 | 578 | |
| Arrived Group Types: | 0 | 2 Corp., 2 Assoc. | |

| <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. | |

| | | | |
|--|---------------------------|---------------------------|------|
| Monthly Detail/Activity | <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% |
| 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: | 0 | 9 | |
| Revenue Arrived: | \$0 | \$493,612 | -100% |
| Room Nights: | 0 | 2281 | -100% |
| Number of Delegates: | 0 | 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: | \$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% |
| Booked Group Types: | 0 | 3 Corp, 2 SMF, 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 Assoc, 2 SMF, 2 Non-Profit |
|----------------------|-------------|--|

| | <u>Current Numbers</u> | <u>Goals</u> |
|--------------|------------------------|--------------------|
| For 2021/22: | \$1,388,560 | \$1,200,000 |
| For 2022/23: | \$116,002 | \$500,000 |

| | |
|---|-----------|
| NUMBER OF LEADS Generated as of 2/28/21: | 51 |
| YTD 2/29/20: | 217 |
| YTD 2/28/19: | 234 |

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 - 2/1/21-2/28/21 | Total Lodging Book Now | Unique Lodging Book Now |
|--|------------------------|-------------------------|
| Hyatt Regency Lake Tahoe Resort Spa & Casino | 59 | 55 |
| East West Hospitality at Tahoe | 27 | 13 |
| Tahoe Luxury Properties | 27 | 27 |
| Mourelatos Lakeshore Resort | 26 | 26 |
| The Ritz-Carlton, Lake Tahoe | 24 | 23 |
| Brockway Springs Resort | 23 | 21 |
| Cedar Glen Lodge | 23 | 22 |
| Resort at Squaw Creek | 20 | 20 |
| The Village at Squaw Valley | 20 | 17 |
| Constellation Residences at Northstar | 19 | 15 |
| Cedar Crest Cottages | 17 | 16 |
| Northstar California Resort | 16 | 14 |
| Northstar Lodge by Welk Resorts | 16 | 15 |
| Sierra Vacations by Natural Retreats | 16 | 16 |
| Tahoe Biltmore Lodge & Casino | 14 | 14 |
| Tahoe Vacation Rentals | 14 | 14 |
| Tahoe Vistana Inn | 14 | 13 |
| Franciscan Lakeside Lodge | 13 | 12 |
| Tahoe Getaways Vacation Rentals | 13 | 10 |
| Tahoma Meadows Cottages | 13 | 13 |
| Stay In Lake Tahoe | 11 | 11 |
| Vacation Station, Inc. | 11 | 10 |
| VACAY North Tahoe | 11 | 9 |
| Agate Bay Realty Vacation Rentals | 10 | 9 |
| Firelite Lodge | 10 | 9 |
| Hauserman Rental Group | 10 | 10 |
| PlumpJack Squaw Valley Inn | 10 | 10 |
| West Lake Properties at Tahoe | 10 | 10 |
| Squaw Valley Lodge | 9 | 8 |
| Sun Bear Realty & Vacation Rentals | 9 | 8 |
| Tahoe Rental Company | 9 | 9 |
| Lake Tahoe Accommodations | 8 | 8 |
| Olympic Village Inn | 8 | 8 |
| Tahoe Donner Cross Country Ski Center | 8 | 8 |
| West Shore Cafe & Inn | 8 | 8 |
| Incline Vacation Rentals | 7 | 7 |
| Red Wolf Lakeside Lodge | 7 | 7 |
| Tahoe Exclusive Vacation Rentals | 7 | 7 |
| Tahoe Woodside Vacation Rentals | 7 | 7 |
| Tahoe Accommodations | 6 | 6 |

| | | |
|------------------------------------|-----|-----|
| Tahoe Signature Properties | 6 | 6 |
| Americas Best Value Inn Tahoe City | 5 | 5 |
| Holiday House | 5 | 5 |
| The Lodge at Obexers | 4 | 4 |
| Parkside Inn at Incline | 3 | 3 |
| Red Wolf Lodge at Squaw Valley | 3 | 3 |
| SellMyTimeShareNow.com | 3 | 3 |
| Sierra Mountain Properties | 3 | 3 |
| Sunnyside Restaurant & Lodge | 3 | 3 |
| Waters of Tahoe Properties | 3 | 3 |
| First Accommodations, Inc. | 2 | 2 |
| PepperTree Inn | 2 | 2 |
| Tahoe Real Estate Group | 2 | 1 |
| Goldfish Properties | 1 | 1 |
| Tahoe Donner Golf Course | 1 | 1 |
| | 636 | 590 |

| Lodging Referrals - 2/1/21-2/28/21 | Total Lodging Listing Site | Unique Lodging Listing Site |
|---|----------------------------|-----------------------------|
| Hyatt Regency Lake Tahoe Resort Spa & Casino | 83 | 79 |
| Tahoe Luxury Properties | 35 | 34 |
| Cedar Glen Lodge | 30 | 25 |
| Granlibakken Tahoe | 30 | 29 |
| Hyatt High Sierra Lodge, A Hyatt Residence Club | 30 | 28 |
| The Ritz-Carlton, Lake Tahoe | 29 | 29 |
| Tahoe Biltmore Lodge & Casino | 28 | 27 |
| Tahoe Vista Lodge and Cabins | 25 | 25 |
| North Tahoe Rental Company | 22 | 16 |
| Sun Bear Realty & Vacation Rentals | 22 | 20 |
| Cedar Crest Cottages | 21 | 20 |
| Hostel Tahoe in Kings Beach | 20 | 16 |
| VACAY North Tahoe | 20 | 19 |
| Mourelatos Lakeshore Resort | 19 | 19 |
| Tahoe Rentals by Wells and Bennett Realtors | 16 | 15 |
| The Hotel at Sugar Bowl | 16 | 16 |
| East West Hospitality at Tahoe | 15 | 11 |
| Hauserman Rental Group | 15 | 15 |
| Meeks Bay Resort & Marina | 15 | 15 |
| Tahoe Getaways Vacation Rentals | 15 | 13 |
| Tahoe Sands Resort | 15 | 15 |
| The Village at Squaw Valley | 15 | 15 |
| Castle Peak Vacation Rentals | 14 | 11 |
| Brockway Springs Resort | 13 | 13 |
| West Shore Cafe & Inn | 13 | 13 |
| Constellation Residences at Northstar | 12 | 9 |
| Lake Tahoe Accommodations | 12 | 10 |
| Resort at Squaw Creek | 12 | 12 |
| River Ranch Lodge and Restaurant | 12 | 10 |
| Vacation Station, Inc. | 12 | 11 |
| Mother Natures Inn | 11 | 9 |
| Northstar California Resort | 11 | 11 |
| Tahoe Exclusive Vacation Rentals | 11 | 11 |
| Tahoe Signature Properties | 11 | 10 |
| Tahoe Truckee Factory Stores | 11 | 11 |
| Vacation Tahoe by O'Neal Brokers | 11 | 10 |
| Basecamp Hotel Tahoe City | 10 | 10 |
| Cottage Inn at Lake Tahoe | 10 | 9 |
| Donner Lake Village | 10 | 10 |
| Incline Vacation Rentals | 10 | 7 |

| | | |
|---|----|---|
| Martis Valley Associates Property Rentals | 10 | 9 |
| Red Wolf Lakeside Lodge | 10 | 9 |
| Donner Summit Rentals | 9 | 7 |
| LakeFrontHouse.com | 9 | 9 |
| Olympic Village Inn | 9 | 8 |
| Rockwood Lodge | 9 | 9 |
| Stevenson's Holliday Inn | 9 | 8 |
| Tahoe Time Vacation Rental | 9 | 8 |
| Chinquapin / Packard Realty | 8 | 7 |
| Ferrari's Crown Resort | 8 | 8 |
| Franciscan Lakeside Lodge | 8 | 7 |
| Lake Tahoe Deluxe Vacation Rentals | 8 | 8 |
| Northstar Lodge by Welk Resorts | 8 | 7 |
| Stay In Lake Tahoe | 8 | 7 |
| Tahoe Donner Cross Country Ski Center | 8 | 7 |
| Agate Bay Realty Vacation Rentals | 7 | 7 |
| PlumpJack Squaw Valley Inn | 7 | 7 |
| Sierra Vacations by Natural Retreats | 7 | 7 |
| Tahoe Edgelake Beach Club | 7 | 6 |
| Tahoe Moon Properties | 7 | 7 |
| Tahoe Rental Company | 7 | 7 |
| Tahoe Vacation Rentals | 7 | 7 |
| Tahoe Woodside Vacation Rentals | 7 | 6 |
| The Inn at Boatworks | 7 | 6 |
| Waters of Tahoe Properties | 7 | 6 |
| West Lake Properties at Tahoe | 7 | 7 |
| BEST. VACATION. EVER... InvitedHome.com | 6 | 6 |
| Goldfish Properties | 6 | 6 |
| Martis Valley Vacation Rentals | 6 | 6 |
| Parkside Inn at Incline | 6 | 6 |
| First Accommodations, Inc. | 5 | 5 |
| Gar Woods Grill & Pier | 5 | 5 |
| Pullen Realty Group | 5 | 5 |
| Tahoma Meadows Cottages | 5 | 5 |
| The Border House at Crystal Bay Casino | 5 | 4 |
| Firelite Lodge | 4 | 4 |
| Red Wolf Lodge at Squaw Valley | 4 | 3 |
| Rustic Cottages | 4 | 4 |
| Squaw Valley Lodge | 4 | 4 |
| Tahoe Mountain Properties | 4 | 4 |
| Tahoe Real Estate Group | 4 | 4 |
| Tahoe Vistana Inn | 4 | 4 |
| Tamarack Lodge | 4 | 4 |

| | | |
|------------------------------------|------|-----|
| Chaney House | 3 | 2 |
| Christy Lodge | 3 | 3 |
| Holiday House | 3 | 3 |
| Sierra Mountain Properties | 3 | 3 |
| Sunnyside Restaurant & Lodge | 3 | 3 |
| Tahoe Accommodations | 3 | 3 |
| Tahoe North Shore Lodge | 3 | 3 |
| Club Tahoe Resort | 2 | 2 |
| PepperTree Inn | 2 | 2 |
| Americas Best Value Inn Tahoe City | 1 | 1 |
| SellMyTimeShareNow.com | 1 | 1 |
| Tahoe Marina Lodge | 1 | 1 |
| Tahoe Tavern Properties | 1 | 1 |
| The Cedar House Sport Hotel | 1 | 1 |
| West Shore Sports | 1 | 1 |
| Total | 1059 | 986 |