

May Standing Reports

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DestiMetrics

Executive Summary

Res Activity Outlook as of May 31, 2021

Executive Summary

Data based on a sample of up to 10 properties in the North Lake Tahoe destination, representing up to 1395 Units (DestiMetrics Census**) and 43.20% 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 (May) changed by (4314.2%)	30.7%	0.7%	4,314.2%
North Lake Tahoe ADR for last month (May) changed by (507.7%)	\$ 277	\$ 46	507.7%
North Lake Tahoe RevPAR for last month (May) changed by (26726.1%)	\$ 85	\$ 0	26,726.1%
Next Month Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for next month (Jun) changed by (278.3%)	49.4%	13.1%	278.3%
North Lake Tahoe ADR for next month (Jun) changed by (-4.5%)	\$ 419	\$ 439	-4.5%
North Lake Tahoe RevPAR for next month (Jun) changed by (261.4%)	\$ 207	\$ 57	261.4%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for the past 6 months changed by (24.5%)	39.6%	31.8%	24.5%
North Lake Tahoe ADR for the past 6 months changed by (-14.4%)	\$ 369	\$ 431	-14.4%
North Lake Tahoe RevPAR for the past 6 months changed by (6.6%)	\$ 146	\$ 137	6.6%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for the future 6 months changed by (103.0%)	35.1%	17.3%	103.0%
North Lake Tahoe ADR for the future 6 months changed by (5.4%)	\$ 426	\$ 404	5.4%
North Lake Tahoe RevPAR for the future 6 months changed by (113.9%)	\$ 150	\$ 70	113.9%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: May 31, 2021 vs. Previous Year			
Rooms Booked during last month (May,21) compared to Rooms Booked during the same period last year (May,20) for all arrival dates has changed by (-472.7%)	6.0%	-1.6%	-472.7%

* 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 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 May 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 5/31/21:	\$389,258	\$2,487,372	-84%
Number of Room Nights:	1,673	10202	-84%
Number of Delegates:	616	6598	-91%
Annual Revenue Goal:	\$2,000,000	\$2,500,000	-20%

Monthly Detail/Activity	<u>May-21</u>	<u>May-20</u>	
<u>Number of Groups Booked:</u>	0	2	
Revenue Booked:	\$0	\$88,500	
Room Nights:	0	464	
Number of Delegates:	0	172	
Booked Group Types:		2 Assoc.	
Lost Business, # of Groups:	1	0	
 <u>Arrived in the month</u>	 <u>May-21</u>	 <u>May-20</u>	
Number of Groups:	1	0	
Revenue Arrived:	\$18,126	\$0	
Room Nights:	64	0	
Number of Delegates:	50	0	
Arrived Group Types:	1 Corp.	0	

Monthly Detail/Activity	<u>April-21</u>	<u>April-20</u>	
<u>Number of Groups Booked:</u>	1	3	
Revenue Booked:	\$34,163	\$164,519	-79%
Room Nights:	127	877	-86%
Number of Delegates:	35	510	-93%
Booked Group Types:	1 Meeting Planner	1 Corp., 1 Assoc., 1 SMF	
Lost Business, # of Groups:	6	6	
 <u>Arrived in the month</u>	 <u>April-21</u>	 <u>April-20</u>	
Number of Groups:	0	0	
Revenue Arrived:	\$0	\$0	
Room Nights:	0	0	
Number of Delegates:	0	0	
Arrived Group Types:	0	0	

Monthly Detail/Activity	<u>March-21</u>	<u>March-20</u>	
<u>Number of Groups Booked:</u>	1	4	
Revenue Booked:	\$2,197	\$247,127	-99%
Room Nights:	35	830	-96%

Number of Delegates:	50	314	-84%
Booked Group Types:	Smf	4 Corp.	
Lost Business, # of Groups:	6	10	

<u>Arrived in the month</u>	<u>March-21</u>	<u>March-20</u>	
Number of Groups:	0	0	
Revenue Arrived:	\$0	\$0	
Room Nights:	0	0	
Number of Delegates:	0	0	
Arrived Group Types:	0	0	

Monthly Detail/Activity	<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 Assic,	

Monthly Detail/Activity	<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.	

Monthly Detail/Activity	<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%
Booked Group Types:		2 Corp, 1 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	
Arrived Group Types:		1 Corp., 1 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%
Booked Group Types:	1 CA Assoc.	3 Corp., 5 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%
Booked Group Types:	2 Corp.	3 Corp., 4 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	
Arrived Group Types:		3 Corp., 1 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:	\$1,600,437	\$1,200,000
For 2022/23:	\$223,464	\$500,000

NUMBER OF LEADS Generated as of 5/31/21:	83
YTD 5/31/20:	242
YTD 5/31/19:	321

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 - 5/1/21-5/31/21	Total Lodging Book Now	Unique Lodging Book Now
Hyatt Regency Lake Tahoe Resort Spa & Casino	79	76
Cedar Crest Cottages	71	68
Tahoe Vacation Rentals	52	50
Red Wolf Lakeside Lodge	39	38
Tahoe Rental Company	34	30
Mourelatos Lakeshore Resort	33	31
Cedar Glen Lodge	31	28
Northstar Lodge by Welk Resorts	31	28
Northstar California Resort	30	29
East West Hospitality at Tahoe	29	16
The Village at Squaw Valley	27	23
Tahoma Meadows Cottages	25	25
Resort at Squaw Creek	24	24
PlumpJack Squaw Valley Inn	23	21
Olympic Village Inn	22	22
Sun Bear Realty & Vacation Rentals	21	18
West Shore Cafe & Inn	21	21
Tahoe Real Estate Group	20	19
The Ritz-Carlton, Lake Tahoe	20	20
Agate Bay Realty Vacation Rentals	18	15
Sunnyside Restaurant & Lodge	18	17
Constellation Residences at Northstar	17	11
Incline Vacation Rentals	17	14
VACAY North Tahoe	16	12
Tahoe Luxury Properties	15	15
Brockway Springs Resort	14	13
SellMyTimeShareNow.com	14	13
Lake Tahoe Accommodations	13	11
Sierra Vacations by Natural Retreats	13	13
Tahoe Biltmore Lodge & Casino	13	12
Parkside Inn at Incline	12	9
Waters of Tahoe Properties	11	11
PepperTree Inn	10	10
Vacation Station, Inc.	10	6
Goldfish Properties	9	7
Sierra Mountain Properties	9	9
Tahoe Accommodations	8	8
Tahoe Getaways Vacation Rentals	8	8
First Accommodations, Inc.	7	6
Hauserman Rental Group	7	7

Tahoe Exclusive Vacation Rentals	7	7
Tahoe Woodside Vacation Rentals	7	5
Firelite Lodge	6	5
Stay In Lake Tahoe	6	6
Red Wolf Lodge at Squaw Valley	5	5
Squaw Valley Lodge	5	5
The Lodge at Obexers	5	5
West Lake Properties at Tahoe	5	5
Gar Woods Grill & Pier	4	4
Tahoe Donner Golf Course	4	4
Tahoe Signature Properties	4	4
Franciscan Lakeside Lodge	3	3
Americas Best Value Inn Tahoe City	2	2
Tahoe Vistana Inn	2	2
Holiday House	1	1
Tahoe Donner Cross Country Ski Center	1	1
	958	878

Lodging Referrals - 5/1/21-5/31/21	Total Lodging Listing Site	Unique Lodging Listing Site
AvantStay	116	114
Hyatt High Sierra Lodge, A Hyatt Residence Club	104	98
Hyatt Regency Lake Tahoe Resort Spa & Casino	90	84
Donner Lake Village	59	57
Basecamp Hotel Tahoe City	57	55
Tahoe Time Vacation Rental	49	48
Cedar Crest Cottages	42	42
The Inn at Boatworks	37	34
Granlibakken Tahoe	32	30
Meeks Bay Resort & Marina	31	28
Tahoe Vacation Rentals	31	29
Tahoe Rental Company	28	28
Hostel Tahoe in Kings Beach	25	19
Rockwood Lodge	24	24
Tahoe Mountain Properties	24	23
Cedar Glen Lodge	23	21
Red Wolf Lakeside Lodge	22	22
Tahoe Biltmore Lodge & Casino	22	21
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Cottage Inn at Lake Tahoe	20	19
Tahoe Rentals by Wells and Bennett Realtors	20	20
North Tahoe Rental Company	19	10
Tahoe Luxury Properties	19	19
Mourelatos Lakeshore Resort	18	17
Resort at Squaw Creek	18	18
River Ranch Lodge and Restaurant	18	18
Rustic Cottages	18	16
East West Hospitality at Tahoe	17	12
Northstar Lodge by Welk Resorts	17	15
Ferrari's Crown Resort	16	12
Northstar California Resort	16	16
Tahoe Vista Lodge and Cabins	16	13
West Shore Cafe & Inn	15	13
Donner Summit Rentals	14	13
Tahoe Real Estate Group	14	14
The Ritz-Carlton, Lake Tahoe	14	14
Castle Peak Vacation Rentals	13	13
Sierra Mountain Properties	12	12
Tahoe Truckee Factory Stores	12	12
LakeFrontHouse.com	11	11

Vacation Tahoe by O'Neal Brokers	11	11
Chaney House	10	8
Hauserman Rental Group	10	9
Parkside Inn at Incline	10	10
Sunnyside Restaurant & Lodge	10	10
Tahoma Meadows Cottages	10	10
The Village at Squaw Valley	9	9
Constellation Residences at Northstar	8	8
Franciscan Lakeside Lodge	8	6
Olympic Village Inn	8	8
Gar Woods Grill & Pier	7	7
Sun Bear Realty & Vacation Rentals	7	7
VACAY North Tahoe	7	7
Agate Bay Realty Vacation Rentals	6	5
Lake Tahoe Accommodations	6	5
Lake Tahoe Deluxe Vacation Rentals	6	6
Tahoe Edgelake Beach Club	6	5
Tahoe Getaways Vacation Rentals	6	6
Tahoe Moon Properties	6	6
Brockway Springs Resort	5	5
Chinquapin / Packard Realty	5	5
Goldfish Properties	5	5
Incline Vacation Rentals	5	5
PlumpJack Squaw Valley Inn	5	5
Tahoe Marina Lodge	5	5
Tahoe Sands Resort	5	5
Tahoe Signature Properties	5	4
Tahoe Tavern Properties	5	4
Tahoe Vistana Inn	5	5
Holiday House	4	4
Stay In Lake Tahoe	4	4
Stevenson's Holliday Inn	4	4
The Border House at Crystal Bay Casino	4	4
The Lodge at Obexers	4	4
Waters of Tahoe Properties	4	4
Caliente! Lake Tahoe	3	3
Martis Valley Vacation Rentals	3	3
Mother Natures Inn	3	3
PepperTree Inn	3	3
Pullen Realty Group	3	3
Tahoe Accommodations	3	3
Tamarack Lodge	3	3
West Lake Properties at Tahoe	3	3

Americas Best Value Inn Tahoe City	2	2
Firelite Lodge	2	2
First Accommodations, Inc.	2	2
Martis Valley Associates Property Rentals	2	2
Red Wolf Lodge at Squaw Valley	2	2
SellMyTimeShareNow.com	2	2
Sierra Vacations by Natural Retreats	2	2
Squaw Valley Lodge	2	2
Tahoe Donner Golf Course	2	2
The Hotel at Sugar Bowl	2	2
Vacation Station, Inc.	2	1
Club Tahoe Resort	1	1
Sandy's Pub at the Resort at Squaw Creek	1	1
Tahoe Donner Cross Country Ski Center	1	1
Tahoe Exclusive Vacation Rentals	1	1
Tahoe North Shore Lodge	1	1
Tahoe Woodside Vacation Rentals	1	1
West Shore Sports	1	1
	1452	1371