

Tahoe Donner Amenity Usage Analysis

Marina

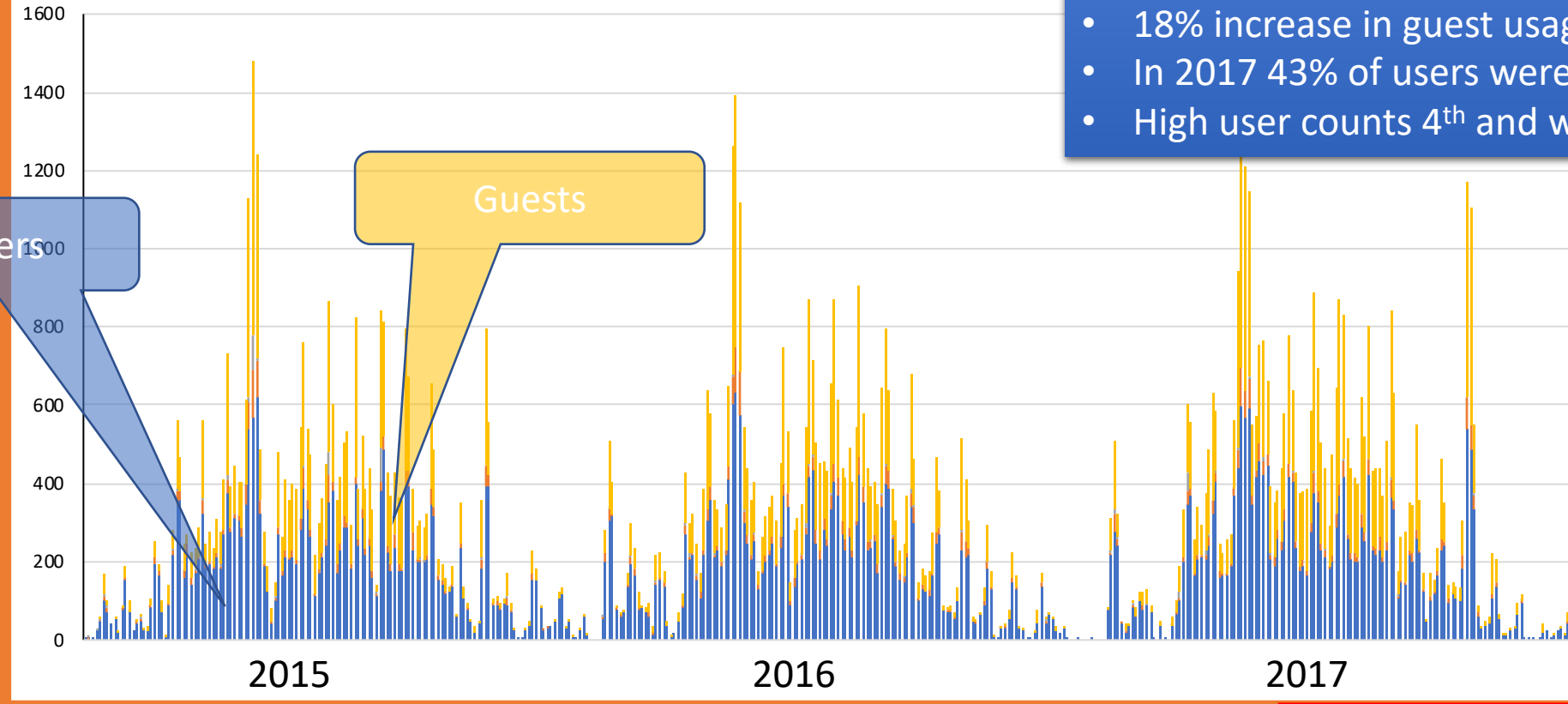
Northwoods Pool

Trout Creek



Daily Usage at the Marina

**Marina Daily Use
2015-2017**



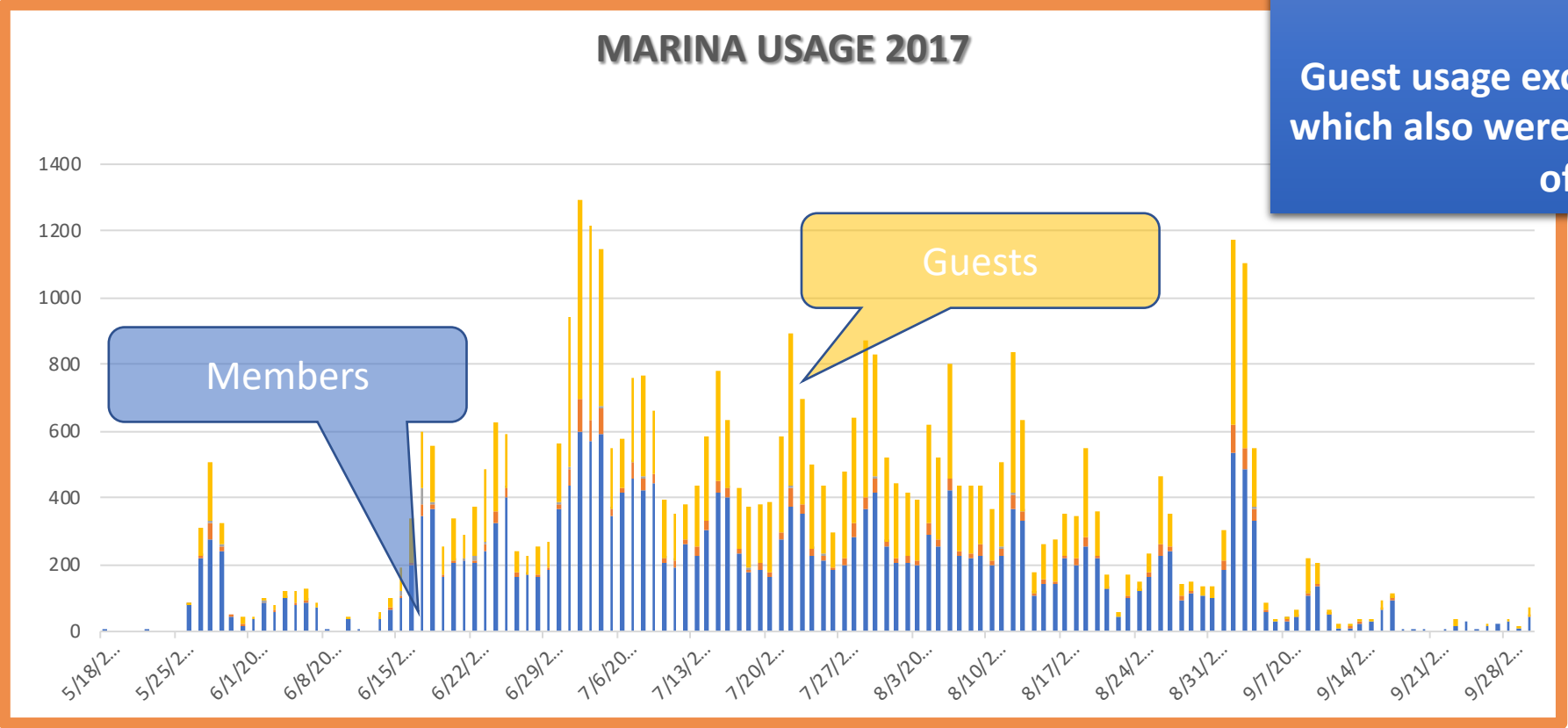
Between 2015 and 2017

- 11% increase in overall usage
- 2% increase in owner usage
- 18% increase in guest usage
- In 2017 43% of users were guests
- High user counts 4th and weekends

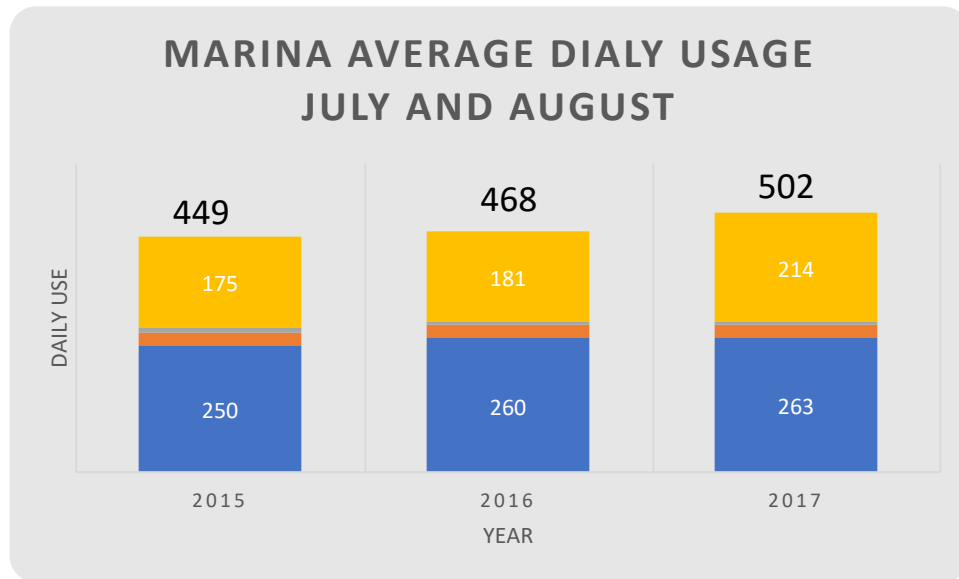
Daily Usage at the Marina

Daily guest usage on holidays and weekends averages from 40 to 55%

Guest usage exceeded 50% on 10 days, which also were the most crowded days of the year.



Daily usage at the Marina



Daily average use between 2015 and 2017

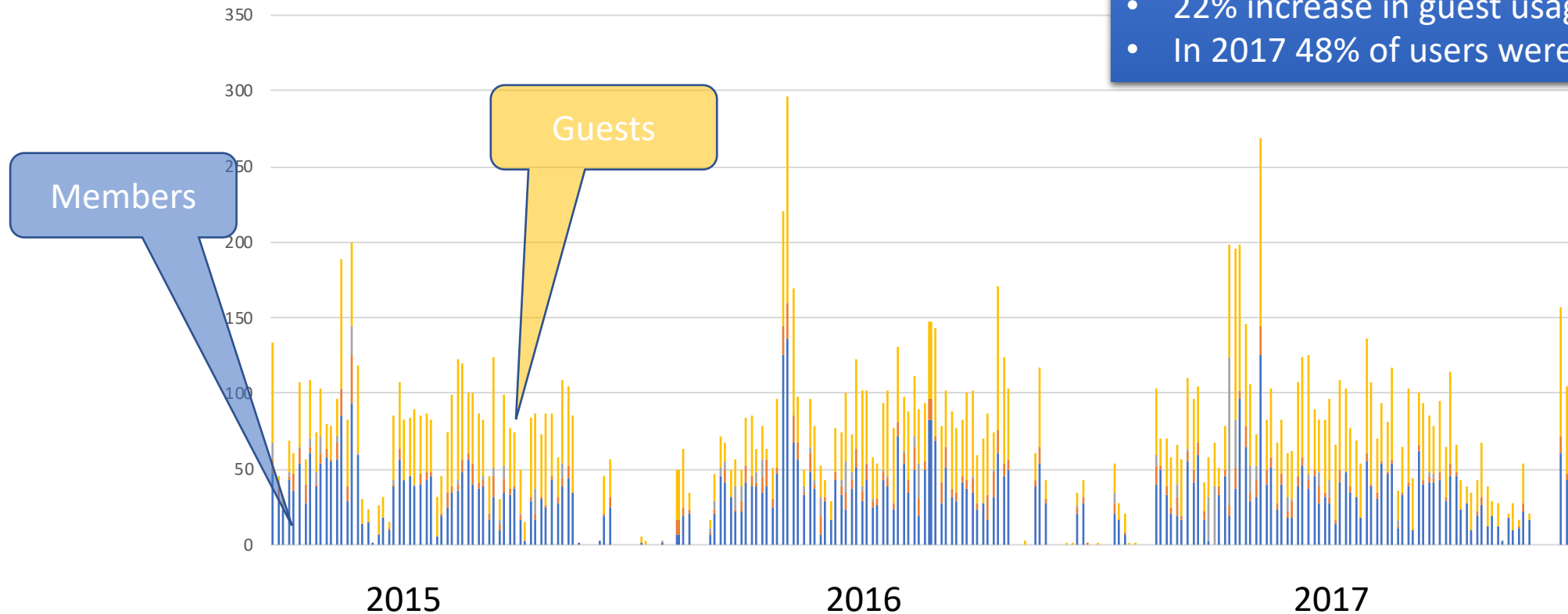
- ✓ Owners nearly flat
- ✓ Guest usage increases by 18%

Daily Usage at the Northwoods Pool

Northwoods Pool
2015-2017

Between 2015 and 2017

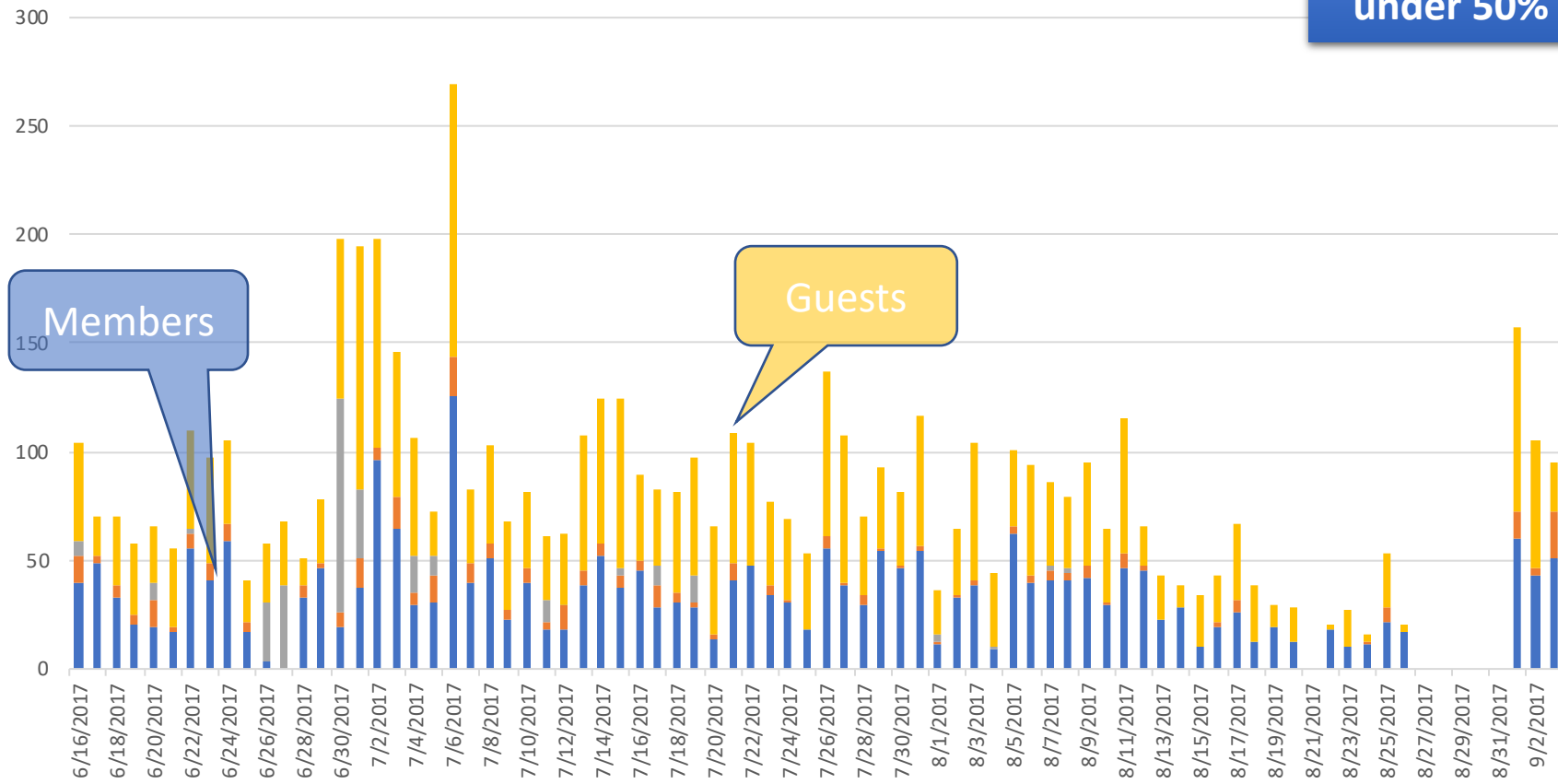
- 22% increase in overall usage
- 19% increase in owner usage
- 22% increase in guest usage
- In 2017 48% of users were guests



Daily Usage at the Northwoods Pool 2017

Northwoods Pool
2017 daily use

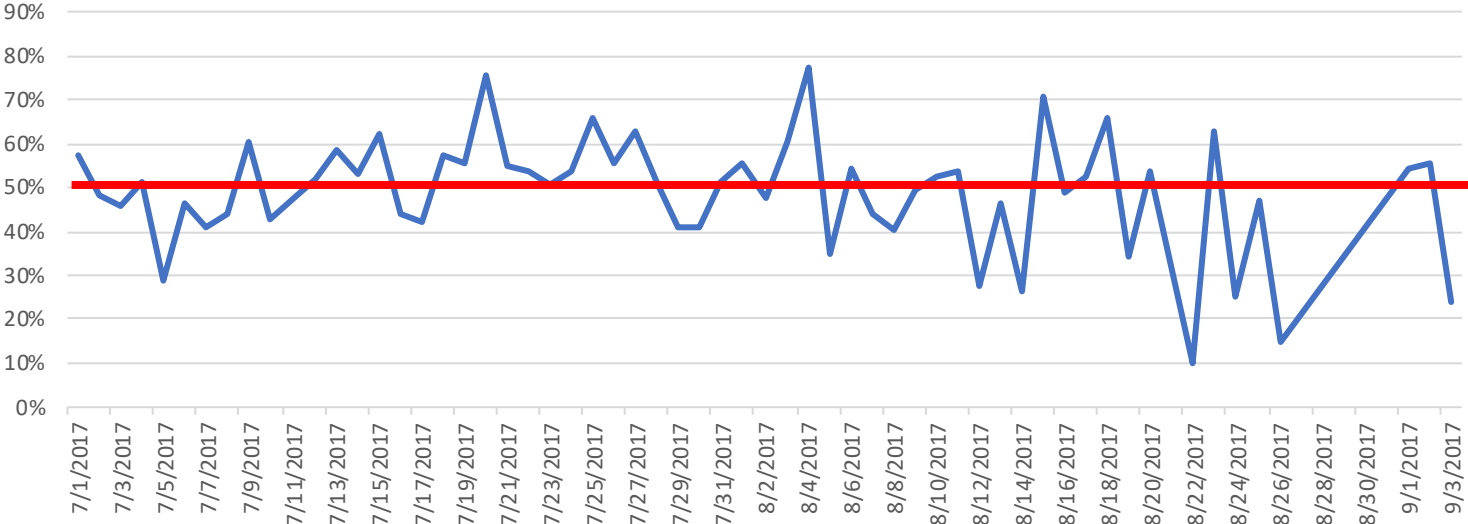
Daily guest usage on averages just under 50% but can go as high as 70%



Daily % of Guests at the Northwoods pool July – August 2017

Daily guest usage in July and early August averages over 50% falling off by mid August

Northwoods Pool
Guest Usage

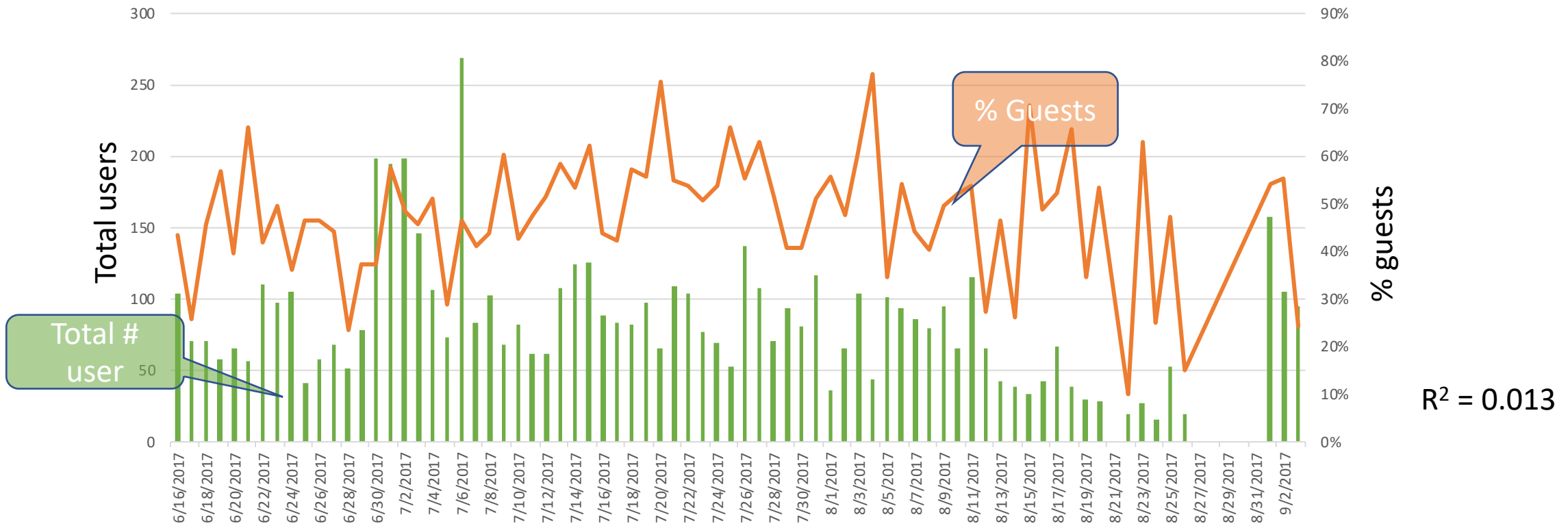


Daily Usage at the Northwoods pool

Correlation between total users and % Guests

The days with the highest number of guests do not correlate statistically with the days of highest usage

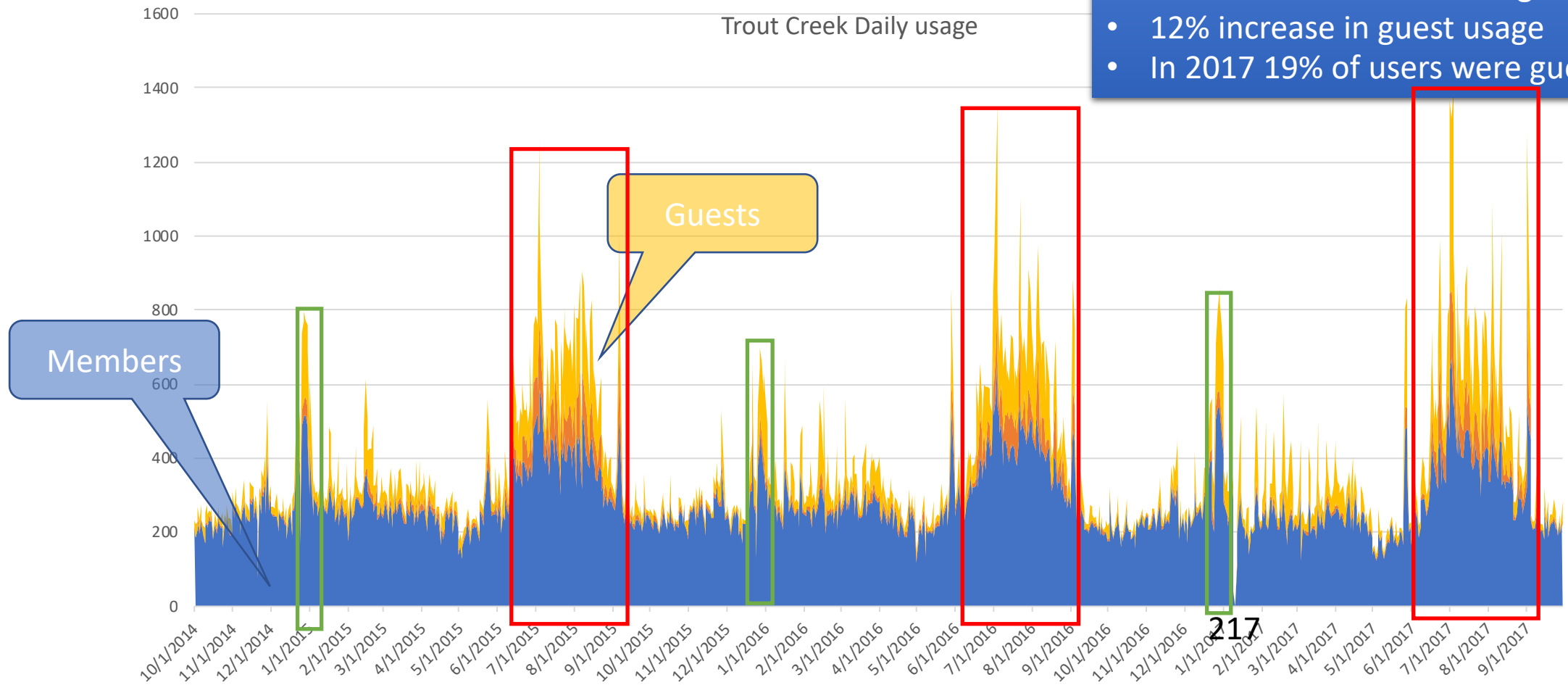
Northwoods Pool
2017 Total users and % Guests



Daily Usage at Trout Creek

Between 2015 and 2017

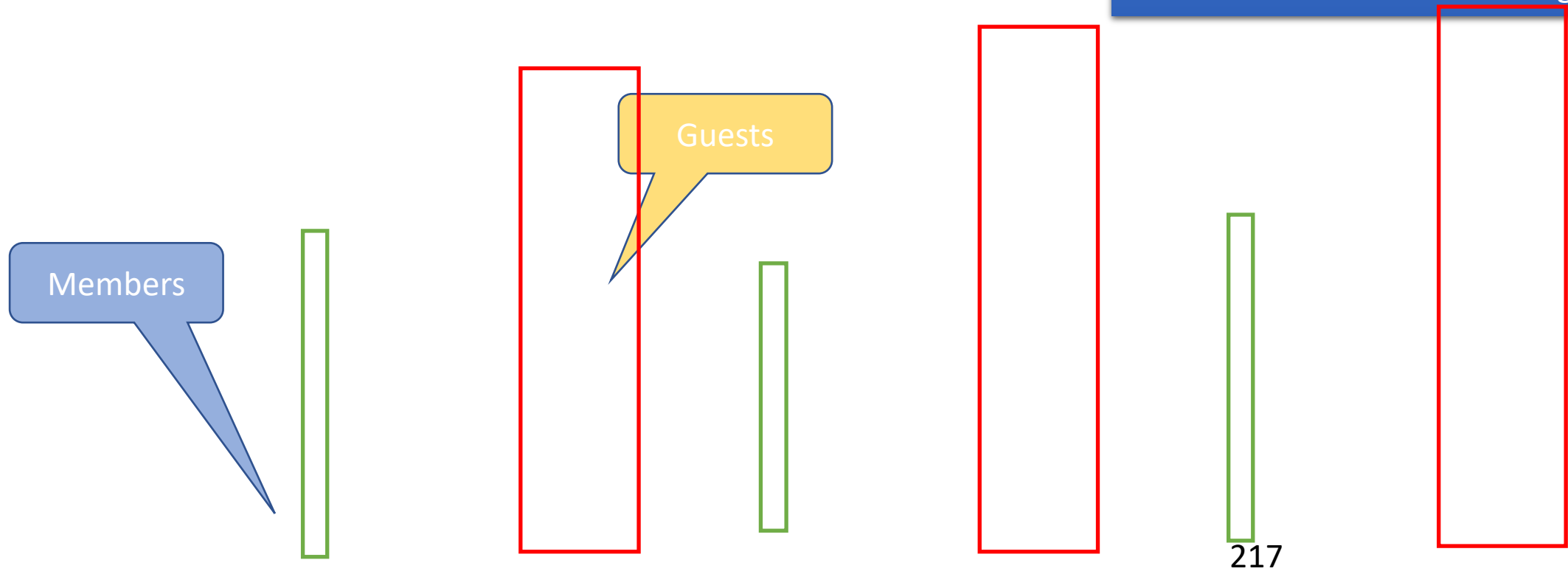
- 4% decrease in overall usage
- 8% decrease in owner usage
- 12% increase in guest usage
- In 2017 19% of users were guests



Daily Usage at Trout Creek

Between 2015 and 2017

- 4% decrease in overall usage
- 8% decrease in owner usage
- 12% increase in guest usage
- In 2017 19% of users were guests

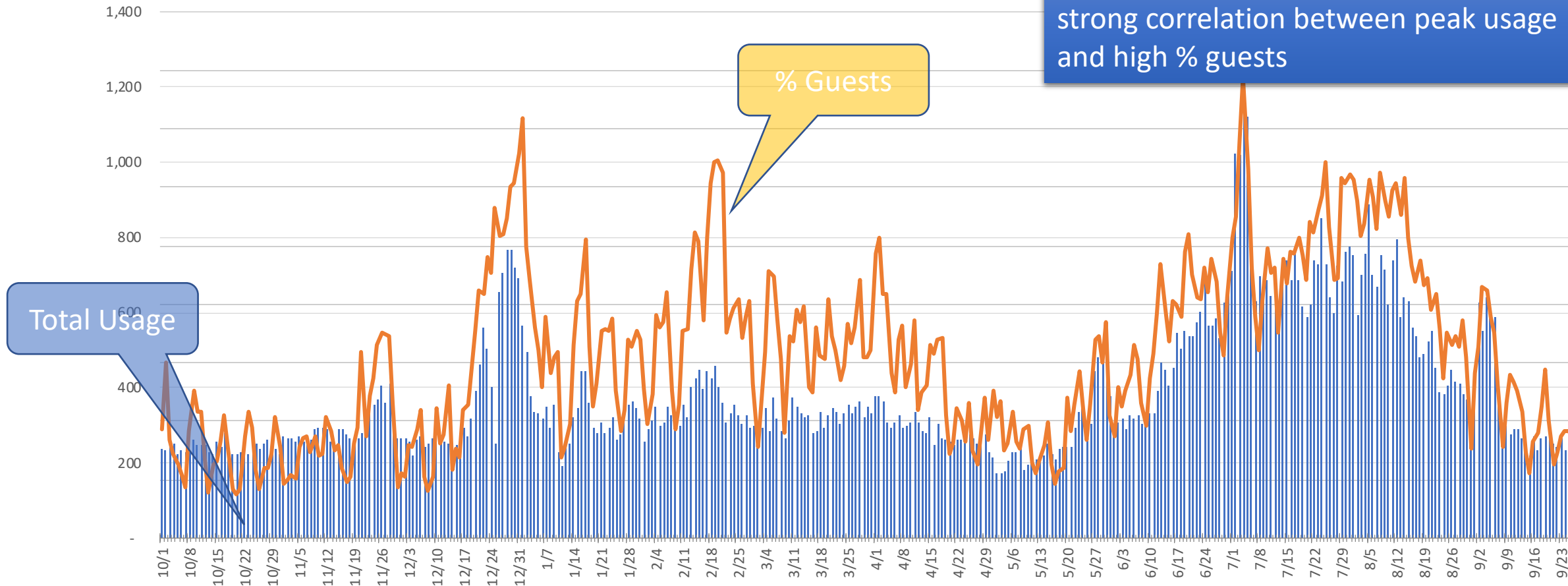


Daily Usage at Trout Creek

Total usage and % Guests

Trout Creek - 3yr Averages

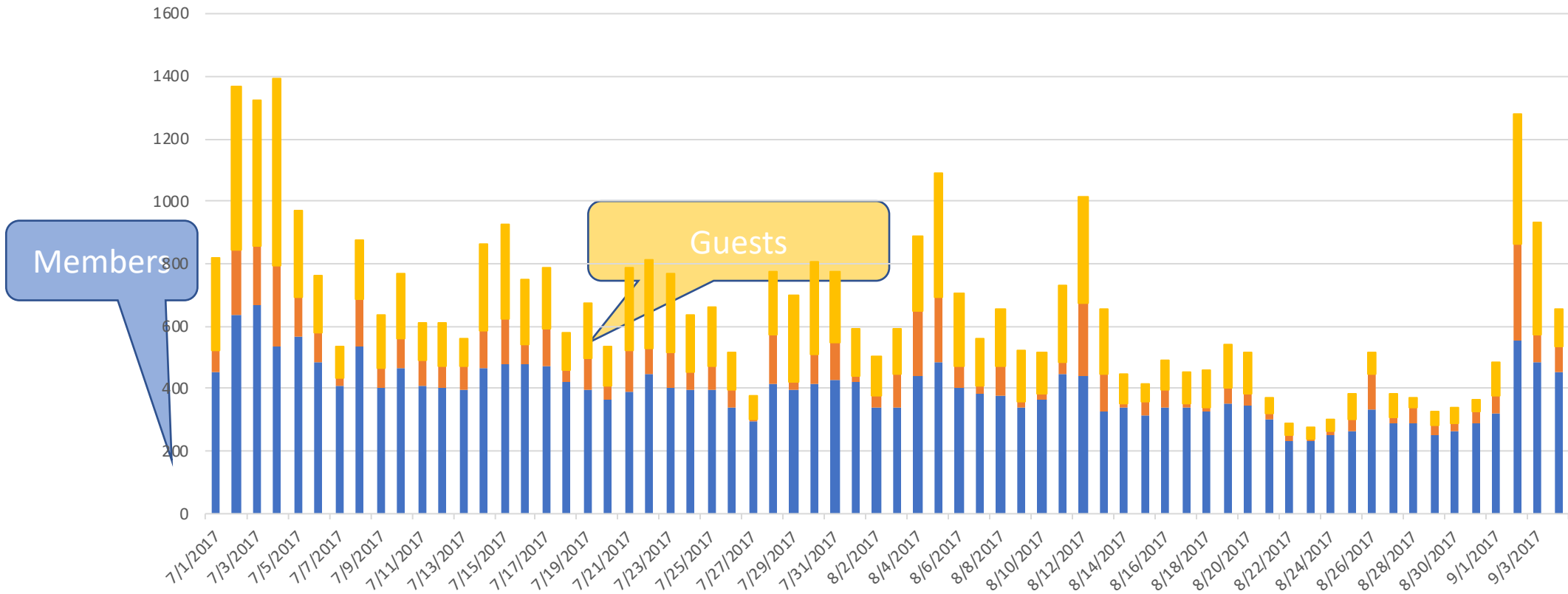
Over past 3 years there has been a strong correlation between peak usage and high % guests



Daily Summer Usage Trout Creek

Trout Creek Summer
July - Labor Day 2017

Guest use averaged 28% peaking as high as 43% over the 4th holiday



Trout Creek

Peak vs offseason weeks

Christmas week -- 12-25 to 1-1											
	Rec fee	Mbr daily	guest	total		Yrly	daily	guest	total		
2014	3412	293	1550	5255		65%	6%	29%	100%	7%	overall
2015	2889	251	1346	4486		64%	6%	30%	100%	7%	Member
2016	3661	310	1651	5622		65%	6%	29%	100%	6%	Guest
2017						#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!		
Off season -- Oct 1-7											
	Rec fee	Mbr daily	guest	total		Yrly	daily	guest	total		
2014	1479	49	164	1692		87%	3%	10%	100%	-6%	overall
2015	1572	66	115	1753		90%	4%	7%	100%	-4%	Member
2016	1433	38	123	1594		90%	2%	8%	100%	-33%	Guest
2017						#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!		
July 4th week -- July 1-7											
	Rec fee	Mbr daily	guest	total		Yrly	daily	guest	total		
2014											
2015	3570	1018	1611	6199		58%	16%	26%	100%	13%	overall
2016	3883	630	1978	6491		60%	10%	30%	100%	3%	Member
2017	3749	970	2437	7156		52%	14%	34%	100%	34%	Guest

- ✓ Percent of Guest usage roughly triples during peak periods
- ✓ Over the 4th of July there was a 3% increase in member use....but a 34% increase in Guest use between 2015 and 2017
- ✓ Trying to get data for fall/Christmas 2017