

JULY 4 HOLIDAY PERIOD RECAP

JULY 26, 2024





PURPOSE – NO ACTION

Provide the board of directors with a recap on amenity utilization over the 4th of July holiday period



4th OF JULY HOLIDAY PERIOD HIGHLIGHTS

- Very hot temps and strong visitation throughout
- Sold out both nights of Summer Concert on the Green, very positive feedback through post-event survey
- July 1-7 reservations for recreation pool access with member priority reservation window, 175-person limit for each reservation period
- No reservations at Marina or Northwoods Pool
- Reservations were a key driver in uptick in support from Member Services Office
- Strong visitation at Food + Beverage outlets with higher HappyorNot satisfaction scores compared to last year during this period
- Golf rounds were up in the 7-day period, with total rounds of 1,207 (versus 1,045 in 2023)



SOLD OUT! SUMMER CONCERT ON THE GREEN



	Actual	Budget
	2024	2024
Tickets	\$ 183,218	\$ 200,000
F&B/other	7,962	950
Sponsorship	11,100	
Total Revenue	202,280	200,950
Expenses	94,507	102,712
NET OPERATION RESULTS	\$ 107,773	\$ 98,238



SUMMER CONCERT POST-EVENT SURVEY

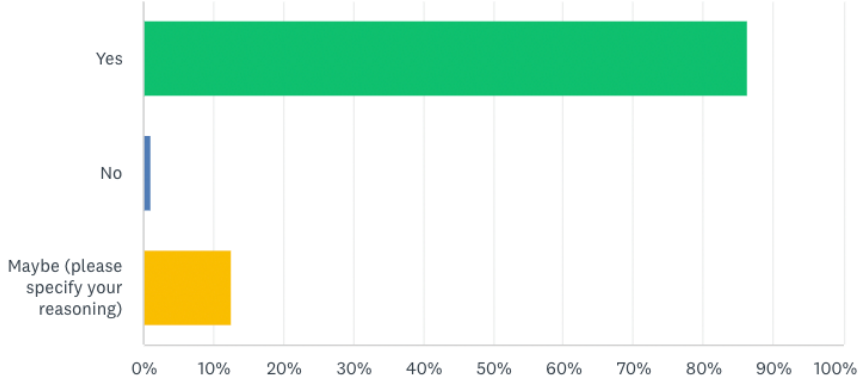
How would you rate your overall experience at the event?

4.5★
average rating



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
★	1.37% 4	1.37% 4	6.14% 18	27.65% 81	63.48% 186	293	4.51

Would you attend next year's Summer Concert on the Green?



ANSWER CHOICES	RESPONSES
Yes	86.35% 253
No	1.02% 3
Maybe (please specify your reasoning)	Responses 12.63% 37
TOTAL	293

TROUT CREEK VISITATION

	2018 4-Day Total		2023 4-Day Total		2024 4-Day Total	
Mem - Rec Fee	2,149	54%	2,578	65%	2,705	84%
Mem - Daily Fee	323	8%	338	9%	136	4%
Gst - Accompanied	626	16%	577	15%	177	6%
Gst - Unaccompanied	730	18%	478	12%	190	6%
Total	3,828		3,971		3,208	

- July 1-7 reservations for recreation pool access with member priority reservation window, 175-person limit for each reservation period
 - No reservations in 2018 and 2023
- Member priority reservation time had a major impact on guest visitation numbers
 - Large decrease in guest utilization totals and as a ratio to total visitation
- Overall pool experience was improved over last year
 - No turning away of visitors

*Utilized 2018 #s as a pre-COVID comparison. Did not use 2019 due to TC renovation project impact





BEACH CLUB

- Trout Creek reservation impact on unaccompanied guest access at the Beach Club
- Shuttle rider total for the 4-day period was 2,267

	2018 4-Day Total		2023 4-Day Total		2024 4-Day Total	
Mem - Rec Fee	1,716	44%	2,292	59%	2,779	58%
Mem - Daily Fee	199	5%	223	6%	279	6%
Gst - Accompanied	895	23%	933	24%	477	10%
Gst - Unaccompanied	711	18%	457	12%	1,219	26%
Total	3,521		3,905		4,754	



TENNIS CENTER

- Despite the heat, we had solid utilization of the Tennis Center
- Members are taking advantage of the member priority reservation window
- Volume uptick from 2018 and is related to 8 additional pickleball courts

	2018 4-Day Total		2023 4-Day Total		2024 4-Day Total	
Mem - Rec Fee	576	78%	865	76%	912	76%
Mem - Daily Fee	30	4%	58	5%	64	5%
Gst - Accompanied	99	13%	165	15%	205	17%
Gst - Unaccompanied	32	4%	47	4%	28	2%
Total	737		1,135		1,209	





NORTHWOODS POOL

- Trout Creek reservation impact on unaccompanied guest access at Northwoods Pool as there were no reservation requirements at this amenity

	2018 4-Day Total		2023 4-Day Total		2024 4-Day Total	
Mem - Rec Fee	303	50%	544	64%	472	52%
Mem - Daily Fee	39	6%	67	8%	69	8%
Gst - Accompanied	112	18%	136	16%	192	21%
Gst - Unaccompanied	153	25%	102	12%	177	19%
Total	607		849		910	



GOLF

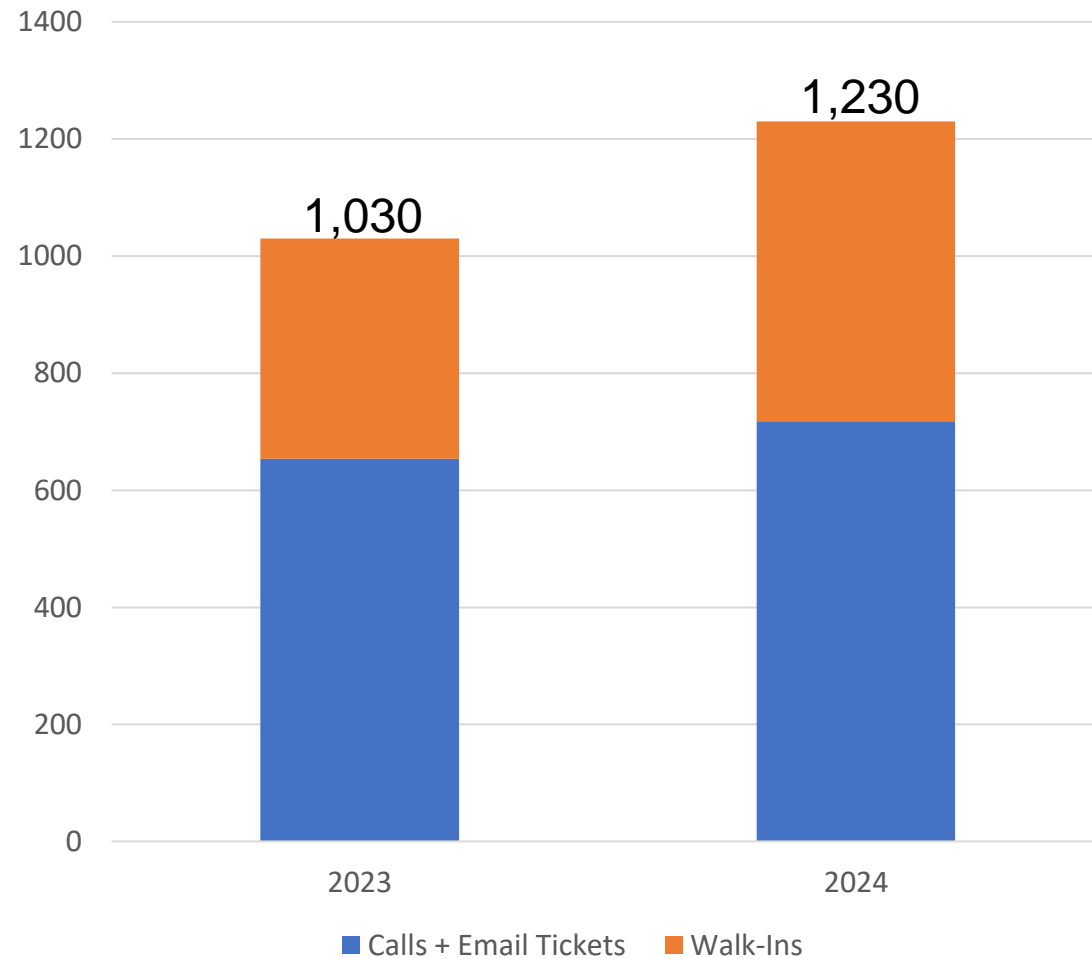
	2018 4-Day Total		2023 4-Day Total		2024 4-Day Total	
Member Rounds	271	38%	392	51%	292	44%
Guest Rounds	189	26%	163	21%	159	24%
Public Rounds	65	9%	95	12%	62	9%
Packs and Passes	191	26%	107	15%	137	21%
Other Rounds	8	1%	11	1%	10	2%
Total	724		768		660	

- Packs and pass rounds are heavily weighted toward members – the anecdotal ratio is at least 95%
- Last season factors
 - Passes and pack numbers were extremely low so daily green fee rounds were up
 - July 4th period was still under early season pricing due to the late start to the season
- There are timing issues affecting these numbers
 - The 7-day report of total rounds for 2023 and 2024 is 1,045 and 1,207, respectively



MEMBER SERVICES OFFICE

MEMBER SERVICES TOTAL SUPPORT VOLUME | July 1-7



SATISFACTION (from Zendesk)

- **2024:** 100% from 51 tickets
- **2023:** 95.8% from 46 tickets

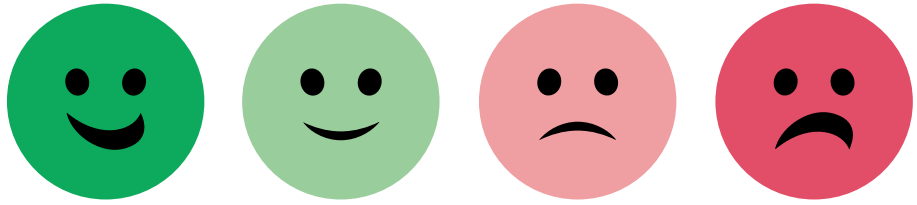
* Satisfaction surveys are sent to tickets at random through the software.



COMMUNICATION + ENGAGEMENT

- **Instagram Impressions:** 18,426 (up from 15,242 in June 2024)
- **Facebook Impressions:** 51,992 (up from 25,539 in June 2024)
- **Facebook Engagement:** 2,552 (up from 805 in June 2024)
- **Golf Digital Advertising:** Drove 217 clicks through Meta in 7 days and 818 clicks on Google
- **Bikeworks Digital Advertising:** Drove 441 clicks through Google in 7 days

- Heavy distribution of Summer Fun Guides, Weekly Activity Guides, digital signage, email marketing and more to encourage members and their guests to enjoy Tahoe Donner!



HappyOrNot[®]

July 1-7, 2024 (Versus 2023)



FOOD + BEVERAGE

- Operated both The Lodge and Pizza on the Hill 7 days a week during the holiday
- Extended hours at Marco Polo until 7PM, and implemented that change for Fridays, Saturdays, and Wubit™ days through mid-August
- Strong numbers throughout, especially Pizza on the Hill and Summer F+B (Lodge Pavilion and Marco Polo) compared to budget

Food and Beverage Revenue – Holiday Week

	Budget	2024	2023
Marina F&B	33,442	50,703	51,522
The Lodge	102,049	79,496	93,212
Pizza on the Hill	28,012	33,933	27,205
Alder Creek Café	22,251	10,119	19,215
Summer F&B	13,870	33,099	33,846
	\$199,624	\$207,350	\$225,000

7/01/2024 - 7/07/2024 Monday-Sunday

7/01/2023 - 7/07/2023 Saturday-Friday

THANK YOU

