

## RENO-SPARKS CONVENTION & VISITORS AUTHORITY

**April 2011**

### Room Statistics

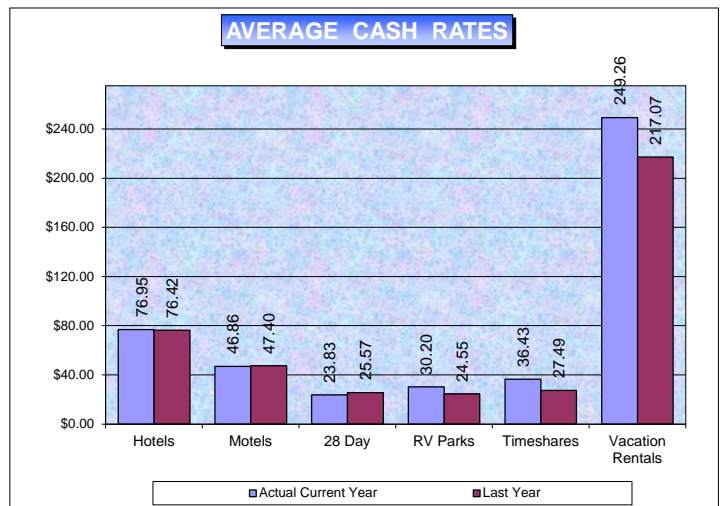
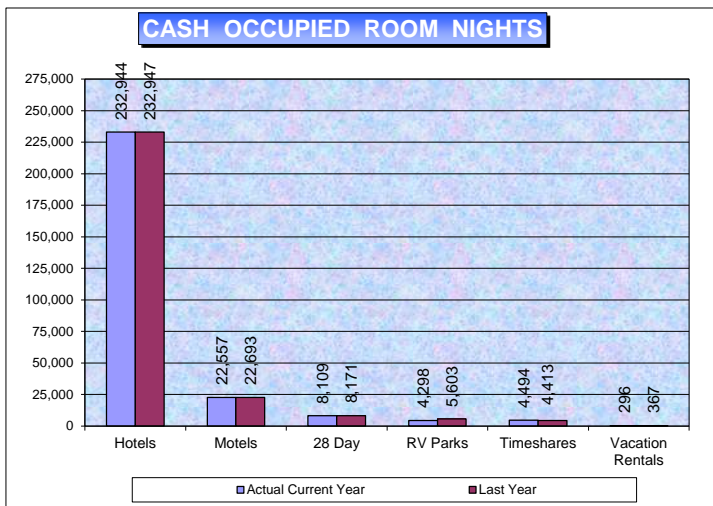
Taxable room revenues for the month total \$19,542,675 and are above prior year by \$117,320 (0.6%). Cash occupied room nights of 272,698 are below prior year by 1,496 (-0.5%). Comp occupied room nights of 67,388 are below prior year by 2,639 (-3.8%), and 28-day occupied room nights of 104,345 are below prior year by 1,254 (-1.2%). Total occupied rooms for the month (Cash, Comp, 28-day) of 444,431 are 5,389 (-1.2%) below the prior year.

Overall, Washoe County occupancy percentages of 61.4% for the month are 0.7% above the 61.0% level of the prior year. There were 14,344 (-1.9%) less available rooms for the month.

Overall cash average rates for the month of \$71.66 are up \$0.81 (1.1%), compared to \$70.85 for the prior year.

Year-to-date cash occupied room nights of 2,631,607 are 79,818 (-2.9%) below prior year. Cash average rates year-to-date of \$72.48 are \$0.84 (1.2%) above prior year. Year-to-date, total taxable room revenues of \$190,751,935 are \$3,496,226 (-1.8%) below prior year.

Segments	Available Rooms	Cash Occupied Rooms	Average Cash Rate		Increase (Decrease)	
			Actual	Last Year	Amount	% Percent
Hotels	447,643	232,944	\$76.95	\$76.42	\$0.53	0.7%
Motels	63,960	22,557	\$46.86	\$47.40	(\$0.54)	-1.1%
28 Day	124,058	8,109	\$23.83	\$25.57	(\$1.73)	-6.8%
RV Parks	52,410	4,298	\$30.20	\$24.55	\$5.65	23.0%
Timeshares	18,022	4,494	\$36.43	\$27.49	\$8.94	32.5%
Vacation Rentals	17,488	296	\$249.26	\$217.07	\$32.20	14.8%
<b>Totals</b>	<b>723,581</b>	<b>272,698</b>	<b>\$71.66</b>	<b>\$70.85</b>	<b>\$0.81</b>	<b>1.1%</b>



Attached please find the detail statistics for each market segment.

# Reno-Sparks Convention and Visitors Authority

## Combined Room Statistics

April 2011

Description	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
<b>Taxable Room Revenues</b>	<b>\$19,542,675</b>	<b>\$15,789,765</b>	<b>\$3,752,910</b>	<b>23.8%</b>	<b>\$19,425,355</b>	<b>\$117,320</b>	<b>0.6%</b>
<b>Occupied Rooms - Cash</b>	<b>272,698</b>	<b>244,743</b>	<b>27,955</b>	<b>11.4%</b>	<b>274,194</b>	<b>(1,496)</b>	<b>-0.5%</b>
<b>Average Rate - Cash</b>	<b>\$71.66</b>	<b>\$64.52</b>	<b>\$7.14</b>	<b>11.1%</b>	<b>\$70.85</b>	<b>\$0.81</b>	<b>1.1%</b>
<b>Occupied Rooms</b>							
Cash	272,698	244,743	27,955	11.4%	274,194	(1,496)	-0.5%
Comp	67,388	75,913	(8,525)	-11.2%	70,027	(2,639)	-3.8%
28 Day	104,345	107,534	(3,189)	-3.0%	105,599	(1,254)	-1.2%
<b>Total Occupied Rooms</b>	<b>444,431</b>	<b>428,190</b>	<b>16,241</b>	<b>3.8%</b>	<b>449,820</b>	<b>(5,389)</b>	<b>-1.2%</b>
<b>Percentage of Occupancy</b>							
Cash	37.7%	32.7%	5.0	15.3%	37.2%	0.5	1.3%
Comp	9.3%	10.1%	(0.8)	-7.9%	9.5%	(0.2)	-2.1%
28 Day	14.4%	14.3%	0.1	0.7%	14.3%	0.1	0.7%
<b>Total Percentage of Occupancy</b>	<b>61.4%</b>	<b>57.1%</b>	<b>4.3</b>	<b>7.5%</b>	<b>61.0%</b>	<b>0.4</b>	<b>0.7%</b>
<b>Market Segments</b>							
<b>Occupied Rooms - Cash</b>							
Hotels	232,944	203,838	29,106	14.3%	232,947	(3)	0.0%
Motels	22,557	21,200	1,357	6.4%	22,693	(136)	-0.6%
28 Day Motels	8,109	9,947	(1,838)	-18.5%	8,171	(62)	-0.8%
R.V. Parks	4,298	4,902	(604)	-12.3%	5,603	(1,305)	-23.3%
Vacation Rentals	296	629	(333)	-52.9%	367	(71)	-19.3%
Timeshares	4,494	4,227	267	6.3%	4,413	81	1.8%
<b>Total Occupied - Cash</b>	<b>272,698</b>	<b>244,743</b>	<b>27,955</b>	<b>11.4%</b>	<b>274,194</b>	<b>(1,496)</b>	<b>-0.5%</b>
<b>Percentage of Occupancy - Cash</b>							
Hotels	52.0%	43.6%	8.4	19.3%	50.7%	1.3	2.6%
Motels	35.3%	32.4%	2.9	9.0%	34.7%	0.6	1.7%
28 Day Motels	6.5%	7.7%	(1.2)	-15.6%	6.5%	0.0	0.0%
R.V. Parks	8.2%	9.4%	(1.2)	-12.8%	10.7%	(2.5)	-23.4%
Vacation Rentals	1.7%	3.3%	(1.6)	-48.5%	2.0%	(0.3)	-15.0%
Timeshares	24.9%	25.2%	(0.3)	-1.2%	24.8%	0.1	0.4%
<b>Total Occupancy Percentage - Cash</b>	<b>37.7%</b>	<b>32.7%</b>	<b>5.0</b>	<b>15.3%</b>	<b>37.2%</b>	<b>0.5</b>	<b>1.3%</b>
<b>Average Rates - Cash</b>							
Hotels	\$76.95	\$70.15	\$6.80	9.7%	\$76.42	\$0.53	0.7%
Motels	\$46.86	\$43.57	\$3.29	7.6%	\$47.40	(\$0.54)	-1.1%
28 Day Motels	\$23.83	\$23.90	(\$0.07)	-0.3%	\$25.57	(\$1.74)	-6.8%
R.V. Parks	\$30.20	\$26.64	\$3.56	13.4%	\$24.55	\$5.65	23.0%
Vacation Rentals	\$249.26	\$124.84	\$124.42	99.7%	\$217.07	\$32.19	14.8%
Timeshares	\$36.43	\$28.19	\$8.24	29.2%	\$27.49	\$8.94	32.5%
<b>Total Cash Average Rate</b>	<b>\$71.66</b>	<b>\$64.52</b>	<b>\$7.14</b>	<b>11.1%</b>	<b>\$70.85</b>	<b>\$0.81</b>	<b>1.1%</b>

**Reno-Sparks Convention and Visitors Authority**

**Combined Room Statistics**

**April 2011**

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
<b>Occupied Rooms</b>							
Cash	272,698	244,743	27,955	11.4%	274,194	(1,496)	-0.5%
Comp	67,388	75,913	(8,525)	-11.2%	70,027	(2,639)	-3.8%
28 Day	104,345	107,534	(3,189)	-3.0%	105,599	(1,254)	-1.2%
<b>Total Occupied Rooms</b>	<b>444,431</b>	<b>428,190</b>	<b>16,241</b>	<b>3.8%</b>	<b>449,820</b>	<b>(5,389)</b>	<b>-1.2%</b>
Vacant	279,150	321,210	(42,060)	-13.1%	288,105	(8,955)	-3.1%
Total Available Rooms	723,581	749,400	(25,819)	-3.4%	737,925	(14,344)	-1.9%
<b>Percentage of Occupancy</b>							
Cash	37.7%	32.7%	5.0	15.3%	37.2%	0.5	1.3%
Comp	9.3%	10.1%	(0.8)	-7.9%	9.5%	(0.2)	-2.1%
28 Day	14.4%	14.3%	0.1	0.7%	14.3%	0.1	0.7%
<b>Total Occupancy Percentage</b>	<b>61.4%</b>	<b>57.1%</b>	<b>4.3</b>	<b>7.5%</b>	<b>61.0%</b>	<b>0.4</b>	<b>0.7%</b>
Vacant	38.6%	42.9%	(4.3)	-10.0%	39.0%	(0.4)	-1.0%
Total (must equal 100.0%)	100.0%	100.0%	0.0	0.0%	100.0%	0.0	0.0%
<b>Revenue</b>							
<b>Cash - Taxable</b>	<b>\$19,542,675</b>	<b>\$15,789,765</b>	<b>\$3,752,910</b>	<b>23.8%</b>	<b>\$19,425,355</b>	<b>\$117,320</b>	<b>0.6%</b>
Comp	\$4,150,243	\$4,754,562	(\$604,319)	-12.7%	\$4,262,288	(\$112,045)	-2.6%
28 Day	\$2,040,500	\$2,149,683	(\$109,183)	-5.1%	\$2,045,963	(\$5,463)	-0.3%
Total Revenue	\$25,733,418	\$22,694,010	\$3,039,408	13.4%	\$25,733,606	(\$188)	0.0%
<b>Average Rates</b>							
<b>Cash</b>	<b>\$71.66</b>	<b>\$64.52</b>	<b>\$7.14</b>	<b>11.1%</b>	<b>\$70.85</b>	<b>\$0.81</b>	<b>1.1%</b>
Comp	\$61.59	\$62.63	(\$1.04)	-1.7%	\$60.87	\$0.72	1.2%
28 Day	\$19.56	\$19.99	(\$0.43)	-2.2%	\$19.37	\$0.19	1.0%

**Reno-Sparks Convention and Visitors Authority**

**Hotel Statistics**

**April 2011**

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
<b>Occupied Rooms</b>							
Cash	232,944	203,838	29,106	14.3%	232,947	(3)	0.0%
Comp	67,048	75,628	(8,580)	-11.3%	69,740	(2,692)	-3.9%
28 Day	1,445	941	504	53.6%	1,486	(41)	-2.8%
<b>Total Occupied Rooms</b>	<b>301,437</b>	<b>280,407</b>	<b>21,030</b>	<b>7.5%</b>	<b>304,173</b>	<b>(2,736)</b>	<b>-0.9%</b>
Vacant	146,206	186,723	(40,517)	-21.7%	154,846	(8,640)	-5.6%
Total Available Rooms	447,643	467,130	(19,487)	-4.2%	459,019	(11,376)	-2.5%
<b>Percentage of Occupancy</b>							
Cash	52.0%	43.6%	8.4	19.3%	50.7%	1.3	2.6%
Comp	15.0%	16.2%	(1.2)	-7.4%	15.2%	(0.2)	-1.3%
28 Day	0.3%	0.2%	0.1	50.0%	0.3%	-	0.0%
<b>Total Occupancy Percentage</b>	<b>67.3%</b>	<b>60.0%</b>	<b>7.3</b>	<b>12.2%</b>	<b>66.3%</b>	<b>1.0</b>	<b>1.5%</b>
Vacant	32.7%	40.0%	(7.3)	-18.3%	33.7%	(1.0)	-3.0%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
<b>Revenue</b>							
<b>Cash - Taxable</b>	<b>\$17,925,089</b>	<b>\$14,300,089</b>	<b>\$3,625,000</b>	<b>25.3%</b>	<b>\$17,802,237</b>	<b>\$122,852</b>	<b>0.7%</b>
Comp	\$4,140,726	\$4,744,438	(\$603,712)	-12.7%	\$4,251,942	(\$111,216)	-2.6%
28 Day	\$82,694	\$62,253	\$20,441	32.8%	\$68,234	\$14,460	21.2%
Total Revenue	\$22,148,509	\$19,106,780	\$3,041,729	15.9%	\$22,122,413	\$26,096	0.1%
<b>Average Rates</b>							
<b>Cash</b>	<b>\$76.95</b>	<b>\$70.15</b>	<b>\$6.80</b>	<b>9.7%</b>	<b>\$76.42</b>	<b>\$0.53</b>	<b>0.7%</b>
Comp	\$61.76	\$62.73	(\$0.97)	-1.5%	\$60.97	\$0.79	1.3%
28 Day	\$57.23	\$66.16	(\$8.93)	-13.5%	\$45.92	\$11.31	24.6%

## Reno-Sparks Convention and Visitors Authority

### Motel Statistics

April 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
<b>Occupied Rooms</b>							
Cash	22,557	21,200	1,357	6.4%	22,693	(136)	-0.6%
Comp	238	178	60	33.7%	169	69	40.8%
28 Day	4,042	3,962	80	2.0%	3,873	169	4.4%
<b>Total Occupied Rooms</b>	<b>26,837</b>	<b>25,340</b>	<b>1,497</b>	<b>5.9%</b>	<b>26,735</b>	<b>102</b>	<b>0.4%</b>
Vacant	37,123	40,180	(3,057)	-7.6%	38,725	(1,602)	-4.1%
Total Available Rooms	63,960	65,520	(1,560)	-2.4%	65,460	(1,500)	-2.3%
<b>Percentage of Occupancy</b>							
Cash	35.3%	32.4%	2.9	9.0%	34.7%	0.6	1.7%
Comp	0.4%	0.3%	0.1	33.3%	0.3%	0.1	33.3%
28 Day	6.3%	6.0%	0.3	5.0%	5.9%	0.4	6.8%
<b>Total Occupancy Percentage</b>	<b>42.0%</b>	<b>38.7%</b>	<b>3.3</b>	<b>8.5%</b>	<b>40.8%</b>	<b>1.2</b>	<b>2.9%</b>
Vacant	58.0%	61.3%	(3.3)	-5.4%	59.2%	(1.2)	-2.0%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
<b>Revenue</b>							
<b>Cash - Taxable</b>	<b>\$1,057,022</b>	<b>\$923,644</b>	<b>\$133,378</b>	<b>14.4%</b>	<b>\$1,075,657</b>	<b>(\$18,635)</b>	<b>-1.7%</b>
Comp	\$7,147	\$6,990	\$157	2.2%	\$7,709	(\$562)	-7.3%
28 Day	\$79,588	\$73,870	\$5,718	7.7%	\$76,227	\$3,361	4.4%
Total Revenue	\$1,143,757	\$1,004,504	\$139,253	13.9%	\$1,159,593	(\$15,836)	-1.4%
<b>Average Rates</b>							
<b>Cash</b>	<b>\$46.86</b>	<b>\$43.57</b>	<b>\$3.29</b>	<b>7.6%</b>	<b>\$47.40</b>	<b>(\$0.54)</b>	<b>-1.1%</b>
Comp	\$30.03	\$39.27	(\$9.24)	-23.5%	\$45.62	(\$15.59)	-34.2%
28 Day	\$19.69	\$18.64	\$1.05	5.6%	\$19.68	\$0.01	0.1%

**Reno-Sparks Convention and Visitors Authority**

**28 Day Motel Statistics**

**April 2011**

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
<b>Occupied Rooms</b>							
Cash	8,109	9,947	(1,838)	-18.5%	8,171	(62)	-0.8%
Comp	-	32	(32)	-100.0%	-	-	0.0%
28 Day	71,722	75,041	(3,319)	-4.4%	73,141	(1,419)	-1.9%
<b>Total Occupied Rooms</b>	<b>79,831</b>	<b>85,020</b>	<b>(5,189)</b>	<b>-6.1%</b>	<b>81,312</b>	<b>(1,481)</b>	<b>-1.8%</b>
Vacant	44,227	43,680	547	1.3%	43,878	349	0.8%
Total Available Rooms	124,058	128,700	(4,642)	-3.6%	125,190	(1,132)	-0.9%
<b>Percentage of Occupancy</b>							
Cash	6.5%	7.7%	(1.2)	-15.6%	6.5%	-	0.0%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	57.8%	58.3%	(0.5)	-0.9%	58.4%	(0.6)	-1.0%
<b>Total Occupancy Percentage</b>	<b>64.3%</b>	<b>66.1%</b>	<b>(1.8)</b>	<b>-2.7%</b>	<b>65.0%</b>	<b>(0.7)</b>	<b>-1.1%</b>
Vacant	35.7%	33.9%	1.8	5.3%	35.0%	0.7	2.0%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
<b>Revenue</b>							
<b>Cash - Taxable</b>	<b>\$193,277</b>	<b>\$237,750</b>	<b>(\$44,473)</b>	<b>-18.7%</b>	<b>\$208,930</b>	<b>(\$15,653)</b>	<b>-7.5%</b>
Comp	\$0	\$1,280	(\$1,280)	-100.0%	\$0	\$0	0.0%
28 Day	\$1,334,861	\$1,476,497	(\$141,636)	-9.6%	\$1,373,272	(\$38,411)	-2.8%
Total Revenue	\$1,528,138	\$1,715,527	(\$187,389)	-10.9%	\$1,582,202	(\$54,064)	-3.4%
<b>Average Rates</b>							
<b>Cash</b>	<b>\$23.83</b>	<b>\$23.90</b>	<b>(\$0.07)</b>	<b>-0.3%</b>	<b>\$25.57</b>	<b>(\$1.74)</b>	<b>-6.8%</b>
Comp	\$0.00	\$40.00	(\$40.00)	-100.0%	\$0.00	\$0.00	0.0%
28 Day	\$18.61	\$19.68	(\$1.07)	-5.4%	\$18.78	(\$0.17)	-0.9%

**Reno-Sparks Convention and Visitors Authority**

**RV Park Statistics**

**April 2011**

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
<b>Occupied Rooms</b>							
Cash	4,298	4,902	(604)	-12.3%	5,603	(1,305)	-23.3%
Comp	102	75	27	36.0%	118	(16)	-13.6%
28 Day	21,365	22,657	(1,292)	-5.7%	21,880	(515)	-2.4%
<b>Total Occupied Rooms</b>	<b>25,765</b>	<b>27,634</b>	<b>(1,869)</b>	<b>-6.8%</b>	<b>27,601</b>	<b>(1,836)</b>	<b>-6.7%</b>
Vacant	26,645	24,776	1,869	7.5%	24,809	1,836	7.4%
Total Available Rooms	52,410	52,410	-	0.0%	52,410	-	0.0%
<b>Percentage of Occupancy</b>							
Cash	8.2%	9.4%	(1.2)	-12.8%	10.7%	(2.5)	-23.4%
Comp	0.2%	0.1%	0.1	100.0%	0.2%	-	0.0%
28 Day	40.8%	43.2%	(2.4)	-5.6%	41.7%	(0.9)	-2.2%
<b>Total Occupancy Percentage</b>	<b>49.2%</b>	<b>52.7%</b>	<b>(3.5)</b>	<b>-6.6%</b>	<b>52.7%</b>	<b>(3.5)</b>	<b>-6.6%</b>
Vacant	50.8%	47.3%	3.5	7.4%	47.3%	3.5	7.4%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
<b>Revenue</b>							
<b>Cash - Taxable</b>	<b>\$129,809</b>	<b>\$130,598</b>	<b>(\$789)</b>	<b>-0.6%</b>	<b>\$137,557</b>	<b>(\$7,748)</b>	<b>-5.6%</b>
Comp	\$2,370	\$1,854	\$516	27.8%	\$2,637	(\$267)	-10.1%
28 Day	\$277,060	\$304,456	(\$27,396)	-9.0%	\$287,984	(\$10,924)	-3.8%
Total Revenue	\$409,239	\$436,908	(\$27,669)	-6.3%	\$428,178	(\$18,939)	-4.4%
<b>Average Rates</b>							
<b>Cash</b>	<b>\$30.20</b>	<b>\$26.64</b>	<b>\$3.56</b>	<b>13.4%</b>	<b>\$24.55</b>	<b>\$5.65</b>	<b>23.0%</b>
Comp	\$23.24	\$24.72	(\$1.48)	-6.0%	\$22.35	\$0.89	4.0%
28 Day	\$12.97	\$13.44	(\$0.47)	-3.5%	\$13.16	(\$0.19)	-1.4%

**Reno-Sparks Convention and Visitors Authority**

**Vacation Rental Statistics**

**April 2011**

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
<b>Occupied Rooms</b>							
Cash	296	629	(333)	-52.9%	367	(71)	-19.3%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	5,771	4,933	838	17.0%	5,219	552	10.6%
<b>Total Occupied Rooms</b>	<b>6,067</b>	<b>5,562</b>	<b>505</b>	<b>9.1%</b>	<b>5,586</b>	<b>481</b>	<b>8.6%</b>
Vacant	11,421	13,278	(1,857)	-14.0%	12,477	(1,056)	-8.5%
Total Available Rooms	17,488	18,840	(1,352)	-7.2%	18,063	(575)	-3.2%
<b>Percentage of Occupancy</b>							
Cash	1.7%	3.3%	(1.6)	-48.5%	2.0%	(0.3)	-15.0%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	33.0%	26.2%	6.8	26.0%	28.9%	4.1	14.2%
<b>Total Occupancy Percentage</b>	<b>34.7%</b>	<b>29.5%</b>	<b>5.2</b>	<b>17.6%</b>	<b>30.9%</b>	<b>3.8</b>	<b>12.3%</b>
Vacant	65.3%	70.5%	(5.2)	-7.4%	69.1%	(3.8)	-5.5%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
<b>Revenue</b>							
<b>Cash - Taxable</b>	<b>\$73,782</b>	<b>\$78,527</b>	<b>(\$4,745)</b>	<b>-6.0%</b>	<b>\$79,664</b>	<b>(\$5,882)</b>	<b>-7.4%</b>
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$266,297	\$232,607	\$33,690	14.5%	\$240,246	\$26,051	10.8%
Total Revenue	\$340,079	\$311,134	\$28,945	9.3%	\$319,910	\$20,169	6.3%
<b>Average Rates</b>							
<b>Cash</b>	<b>\$249.26</b>	<b>\$124.84</b>	<b>\$124.42</b>	<b>99.7%</b>	<b>\$217.07</b>	<b>\$32.19</b>	<b>14.8%</b>
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$46.14	\$47.15	(\$1.01)	-2.1%	\$46.03	\$0.11	0.2%

**Reno-Sparks Convention and Visitors Authority**

**Timeshare Statistics**

**April 2011**

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
<b>Occupied Rooms</b>							
Cash	4,494	4,227	267	6.3%	4,413	81	1.8%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	-	-	-	0.0%	-	-	0.0%
<b>Total Occupied Rooms</b>	<b>4,494</b>	<b>4,227</b>	<b>267</b>	<b>6.3%</b>	<b>4,413</b>	<b>81</b>	<b>1.8%</b>
Vacant	13,528	12,573	955	7.6%	13,370	158	1.2%
Total Available Rooms	18,022	16,800	1,222	7.3%	17,783	239	1.3%
<b>Percentage of Occupancy</b>							
Cash	24.9%	25.2%	(0.3)	-1.2%	24.8%	0.1	0.4%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
<b>Total Occupancy Percentage</b>	<b>24.9%</b>	<b>25.2%</b>	<b>(0.3)</b>	<b>-1.2%</b>	<b>24.8%</b>	<b>0.1</b>	<b>0.4%</b>
Vacant	75.1%	74.8%	0.3	0.4%	75.2%	(0.1)	-0.1%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
<b>Revenue</b>							
<b>Cash - Taxable</b>	<b>\$163,696</b>	<b>\$119,157</b>	<b>\$44,539</b>	<b>37.4%</b>	<b>\$121,310</b>	<b>\$42,386</b>	<b>34.9%</b>
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
Total Revenue	\$163,696	\$119,157	\$44,539	37.4%	\$121,310	\$42,386	34.9%
<b>Average Rates</b>							
Cash	\$36.43	\$28.19	\$8.24	29.2%	\$27.49	\$8.94	32.5%
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%

## Reno-Sparks Convention and Visitors Authority

### Combined Room Statistics - Year To Date

April 2011

Description	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
<b>Taxable Room Revenues</b>	<b>\$190,751,935</b>	<b>\$183,025,646</b>	<b>\$7,726,289</b>	<b>4.2%</b>	<b>\$194,248,161</b>	<b>(\$3,496,226)</b>	<b>-1.8%</b>
<b>Occupied Rooms - Cash</b>	<b>2,631,607</b>	<b>2,599,469</b>	<b>32,138</b>	<b>1.2%</b>	<b>2,711,425</b>	<b>(79,818)</b>	<b>-2.9%</b>
<b>Average Rate - Cash</b>	<b>\$72.48</b>	<b>\$70.41</b>	<b>\$2.07</b>	<b>2.9%</b>	<b>\$71.64</b>	<b>\$0.84</b>	<b>1.2%</b>
<b>Occupied Rooms</b>							
Cash	2,631,607	2,599,469	32,138	1.2%	2,711,425	(79,818)	-2.9%
Comp	721,871	745,041	(23,170)	-3.1%	726,099	(4,228)	-0.6%
28 Day	1,044,489	1,073,866	(29,377)	-2.7%	1,081,135	(36,646)	-3.4%
<b>Total Occupied Rooms</b>	<b>4,397,967</b>	<b>4,418,376</b>	<b>(20,409)</b>	<b>-0.5%</b>	<b>4,518,659</b>	<b>(120,692)</b>	<b>-2.7%</b>
<b>Percentage of Occupancy</b>							
Cash	35.6%	34.1%	1.5	4.4%	36.0%	(0.4)	-1.1%
Comp	9.8%	9.8%	-	0.0%	9.6%	0.2	2.1%
28 Day	14.1%	14.1%	-	0.0%	14.3%	(0.2)	-1.4%
<b>Total Percentage of Occupancy</b>	<b>59.5%</b>	<b>58.0%</b>	<b>1.5</b>	<b>2.6%</b>	<b>60.0%</b>	<b>(0.5)</b>	<b>-0.8%</b>
<b>Market Segments</b>							
<b>Occupied Rooms - Cash</b>							
Hotels	2,216,516	2,195,259	21,257	1.0%	2,299,781	(83,265)	-3.6%
Motels	218,262	204,519	13,743	6.7%	210,622	7,640	3.6%
28 Day Motels	86,734	88,502	(1,768)	-2.0%	87,725	(991)	-1.1%
R.V. Parks	52,685	50,412	2,273	4.5%	51,568	1,117	2.2%
Vacation Rentals	13,735	16,110	(2,375)	-14.7%	16,003	(2,268)	-14.2%
Timeshares	43,675	44,667	(992)	-2.2%	45,726	(2,051)	-4.5%
<b>Total Occupied - Cash</b>	<b>2,631,607</b>	<b>2,599,469</b>	<b>32,138</b>	<b>1.2%</b>	<b>2,711,425</b>	<b>(79,818)</b>	<b>-2.9%</b>
<b>Percentage of Occupancy - Cash</b>							
Hotels	48.2%	46.4%	1.8	3.9%	49.0%	(0.8)	-1.6%
Motels	34.3%	30.8%	3.5	11.4%	32.0%	2.3	7.2%
28 Day Motels	6.8%	6.7%	0.1	1.5%	6.8%	0.0	0.0%
R.V. Parks	9.8%	9.4%	0.4	4.3%	9.6%	0.2	2.1%
Vacation Rentals	7.4%	8.4%	(1.0)	-11.9%	8.5%	(1.1)	-12.9%
Timeshares	25.4%	26.2%	(0.8)	-3.1%	27.6%	(2.2)	-8.0%
<b>Total Occupancy Percentage - Cash</b>	<b>35.6%</b>	<b>34.1%</b>	<b>1.5</b>	<b>4.4%</b>	<b>36.0%</b>	<b>(0.4)</b>	<b>-1.1%</b>
<b>Average Rates - Cash</b>							
Hotels	\$76.99	\$74.77	\$2.22	3.0%	\$76.05	\$0.94	1.2%
Motels	\$47.62	\$47.34	\$0.28	0.6%	\$47.58	\$0.04	0.1%
28 Day Motels	\$25.82	\$26.27	(\$0.45)	-1.7%	\$26.59	(\$0.77)	-2.9%
R.V. Parks	\$31.21	\$30.95	\$0.26	0.8%	\$30.78	\$0.43	1.4%
Vacation Rental	\$322.58	\$253.05	\$69.53	27.5%	\$258.62	\$63.96	24.7%
Timeshares	\$32.08	\$27.77	\$4.31	15.5%	\$27.93	\$4.15	14.9%
<b>Total Cash Average Rate</b>	<b>\$72.48</b>	<b>\$70.41</b>	<b>\$2.07</b>	<b>2.9%</b>	<b>\$71.64</b>	<b>\$0.84</b>	<b>1.2%</b>

**Reno-Sparks Convention and Visitors Authority**

**Combined Room Statistics - Year To Date**

**April 2011**

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
<b>Occupied Rooms</b>							
Cash	2,631,607	2,599,469	32,138	1.2%	2,711,425	(79,818)	-2.9%
Comp	721,871	745,041	(23,170)	-3.1%	726,099	(4,228)	-0.6%
28 Day	1,044,489	1,073,866	(29,377)	-2.7%	1,081,135	(36,646)	-3.4%
<b>Total Occupied Rooms</b>	<b>4,397,967</b>	<b>4,418,376</b>	<b>(20,409)</b>	<b>-0.5%</b>	<b>4,518,659</b>	<b>(120,692)</b>	<b>-2.7%</b>
Vacant	2,997,371	3,194,102	(196,731)	-6.2%	3,017,426	(20,055)	-0.7%
Total Available Rooms	7,395,338	7,612,478	(217,140)	-2.9%	7,536,085	(140,747)	-1.9%
<b>Percentage of Occupancy</b>							
Cash	35.6%	34.1%	1.5	4.4%	36.0%	(0.4)	-1.1%
Comp	9.8%	9.8%	-	0.0%	9.6%	0.2	2.1%
28 Day	14.1%	14.1%	-	0.0%	14.3%	(0.2)	-1.4%
<b>Total Occupancy Percentage</b>	<b>59.5%</b>	<b>58.0%</b>	<b>1.5</b>	<b>2.6%</b>	<b>60.0%</b>	<b>(0.5)</b>	<b>-0.8%</b>
Vacant	40.5%	42.0%	(1.5)	-3.6%	40.0%	0.5	1.3%
Total (must equal 100.0%)	100.0%	100.0%	0.0	0.0%	100.0%	0.0	0.0%
<b>Revenue</b>							
<b>Cash - Taxable</b>	<b>\$190,751,935</b>	<b>\$183,025,646</b>	<b>\$7,726,289</b>	<b>4.2%</b>	<b>\$194,248,161</b>	<b>(\$3,496,226)</b>	<b>-1.8%</b>
Comp	\$46,461,206	\$49,158,722	(\$2,697,516)	-5.5%	\$47,798,533	(\$1,337,327)	-2.8%
28 Day	\$20,050,985	\$20,961,216	(\$910,231)	-4.3%	\$21,047,457	(\$996,472)	-4.7%
Total Revenue	\$257,264,126	\$253,145,584	\$4,118,542	1.6%	\$263,094,151	(\$5,830,025)	-2.2%
<b>Average Rates</b>							
<b>Cash</b>	<b>\$72.48</b>	<b>\$70.41</b>	<b>\$2.07</b>	<b>2.9%</b>	<b>\$71.64</b>	<b>\$0.84</b>	<b>1.2%</b>
Comp	\$64.36	\$65.98	(\$1.62)	-2.5%	\$65.83	(\$1.47)	-2.2%
28 Day	\$19.20	\$19.52	(\$0.32)	-1.6%	\$19.47	(\$0.27)	-1.4%

**Reno-Sparks Convention and Visitors Authority**

**Hotel Statistics - Year To Date**

**April 2011**

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
<b>Occupied Rooms</b>							
Cash	2,216,516	2,195,259	21,257	1.0%	2,299,781	(83,265)	-3.6%
Comp	718,968	741,413	(22,445)	-3.0%	722,469	(3,501)	-0.5%
28 Day	17,248	14,949	2,299	15.4%	15,494	1,754	11.3%
<b>Total Occupied Rooms</b>	<b>2,952,732</b>	<b>2,951,621</b>	<b>1,111</b>	<b>0.0%</b>	<b>3,037,744</b>	<b>(85,012)</b>	<b>-2.8%</b>
Vacant	1,643,116	1,781,963	(138,847)	-7.8%	1,652,878	(9,762)	-0.6%
Total Available Rooms	4,595,848	4,733,584	(137,736)	-2.9%	4,690,622	(94,774)	-2.0%
<b>Percentage of Occupancy</b>							
Cash	48.2%	46.4%	1.8	3.9%	49.0%	(0.8)	-1.6%
Comp	15.6%	15.7%	(0.1)	-0.6%	15.4%	0.2	1.3%
28 Day	0.4%	0.3%	0.1	33.3%	0.3%	0.1	33.3%
<b>Total Occupancy Percentage</b>	<b>64.2%</b>	<b>62.4%</b>	<b>1.8</b>	<b>2.9%</b>	<b>64.8%</b>	<b>(0.6)</b>	<b>-0.9%</b>
Vacant	35.8%	37.6%	(1.8)	-4.8%	35.2%	0.6	1.7%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
<b>Revenue</b>							
<b>Cash - Taxable</b>	<b>\$170,643,748</b>	<b>\$164,141,271</b>	<b>\$6,502,477</b>	<b>4.0%</b>	<b>\$174,890,798</b>	<b>(\$4,247,050)</b>	<b>-2.4%</b>
Comp	\$46,346,118	\$49,008,186	(\$2,662,068)	-5.4%	\$47,647,775	(\$1,301,657)	-2.7%
28 Day	\$875,258	\$884,510	(\$9,252)	-1.0%	\$890,491	(\$15,233)	-1.7%
Total Revenue	\$217,865,124	\$214,033,967	\$3,831,157	1.8%	\$223,429,064	(\$5,563,940)	-2.5%
<b>Average Rates</b>							
<b>Cash</b>	<b>\$76.99</b>	<b>\$74.77</b>	<b>\$2.22</b>	<b>3.0%</b>	<b>\$76.05</b>	<b>\$0.94</b>	<b>1.2%</b>
Comp	\$64.46	\$66.10	(\$1.64)	-2.5%	\$65.95	(\$1.49)	-2.3%
28 Day	\$50.75	\$59.17	(\$8.42)	-14.2%	\$57.47	(\$6.72)	-11.7%

**Reno-Sparks Convention and Visitors Authority**

**Motel Statistics - Year To Date**

**April 2011**

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
<b>Occupied Rooms</b>							
Cash	218,262	204,519	13,743	6.7%	210,622	7,640	3.6%
Comp	2,023	2,530	(507)	-20.0%	2,521	(498)	-19.8%
28 Day	41,496	35,106	6,390	18.2%	37,148	4,348	11.7%
<b>Total Occupied Rooms</b>	<b>261,781</b>	<b>242,155</b>	<b>19,626</b>	<b>8.1%</b>	<b>250,291</b>	<b>11,490</b>	<b>4.6%</b>
Vacant	375,050	421,781	(46,731)	-11.1%	407,858	(32,808)	-8.0%
Total Available Rooms	636,831	663,936	(27,105)	-4.1%	658,149	(21,318)	-3.2%
<b>Percentage of Occupancy</b>							
Cash	34.3%	30.8%	3.5	11.4%	32.0%	2.3	7.2%
Comp	0.3%	0.4%	(0.1)	-25.0%	0.4%	(0.1)	-25.0%
28 Day	6.5%	5.3%	1.2	22.6%	5.6%	0.9	16.1%
<b>Total Occupancy Percentage</b>	<b>41.1%</b>	<b>36.5%</b>	<b>4.6</b>	<b>12.6%</b>	<b>38.0%</b>	<b>3.1</b>	<b>8.2%</b>
Vacant	58.9%	63.5%	(4.6)	-7.2%	62.0%	(3.1)	-5.0%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
<b>Revenue</b>							
<b>Cash - Taxable</b>	<b>\$10,392,993</b>	<b>\$9,682,012</b>	<b>\$710,981</b>	<b>7.3%</b>	<b>\$10,021,119</b>	<b>\$371,874</b>	<b>3.7%</b>
Comp	\$92,667	\$119,752	(\$27,085)	-22.6%	\$120,472	(\$27,805)	-23.1%
28 Day	\$801,711	\$594,772	\$206,939	34.8%	\$633,358	\$168,353	26.6%
Total Revenue	\$11,287,371	\$10,396,536	\$890,835	8.6%	\$10,774,949	\$512,422	4.8%
<b>Average Rates</b>							
<b>Cash</b>	<b>\$47.62</b>	<b>\$47.34</b>	<b>\$0.28</b>	<b>0.6%</b>	<b>\$47.58</b>	<b>\$0.04</b>	<b>0.1%</b>
Comp	\$45.81	\$47.33	(\$1.52)	-3.2%	\$47.79	(\$1.98)	-4.1%
28 Day	\$19.32	\$16.94	\$2.38	14.0%	\$17.05	\$2.27	13.3%

**Reno-Sparks Convention and Visitors Authority**

**28 Day Motel Statistics - Year To Date**

**April 2011**

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
<b>Occupied Rooms</b>							
Cash	86,734	88,502	(1,768)	-2.0%	87,725	(991)	-1.1%
Comp	31	80	(49)	-61.3%	48	(17)	-35.4%
28 Day	708,751	743,132	(34,381)	-4.6%	748,299	(39,548)	-5.3%
<b>Total Occupied Rooms</b>	<b>795,516</b>	<b>831,714</b>	<b>(36,198)</b>	<b>-4.4%</b>	<b>836,072</b>	<b>(40,556)</b>	<b>-4.9%</b>
Vacant	472,797	486,024	(13,227)	-2.7%	463,345	9,452	2.0%
Total Available Rooms	1,268,313	1,317,738	(49,425)	-3.8%	1,299,417	(31,104)	-2.4%
<b>Percentage of Occupancy</b>							
Cash	6.8%	6.7%	0.1	1.5%	6.8%	-	0.0%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	55.9%	56.4%	(0.5)	-0.9%	57.6%	(1.7)	-3.0%
<b>Total Occupancy Percentage</b>	<b>62.7%</b>	<b>63.1%</b>	<b>(0.4)</b>	<b>-0.6%</b>	<b>64.3%</b>	<b>(1.6)</b>	<b>-2.5%</b>
Vacant	37.3%	36.9%	0.4	1.1%	35.7%	1.6	4.5%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
<b>Revenue</b>							
<b>Cash - Taxable</b>	<b>\$2,239,074</b>	<b>\$2,324,939</b>	<b>(\$85,865)</b>	<b>-3.7%</b>	<b>\$2,333,001</b>	<b>(\$93,927)</b>	<b>-4.0%</b>
Comp	\$450	\$3,762	(\$3,312)	-88.0%	\$2,483	(\$2,033)	-81.9%
28 Day	\$12,871,324	\$13,995,885	(\$1,124,561)	-8.0%	\$14,044,866	(\$1,173,542)	-8.4%
Total Revenue	\$15,110,848	\$16,324,586	(\$1,213,738)	-7.4%	\$16,380,350	(\$1,269,502)	-7.8%
<b>Average Rates</b>							
<b>Cash</b>	<b>\$25.82</b>	<b>\$26.27</b>	<b>(\$0.45)</b>	<b>-1.7%</b>	<b>\$26.59</b>	<b>(\$0.77)</b>	<b>-2.9%</b>
Comp	\$14.52	\$47.03	(\$32.51)	-69.1%	\$51.73	(\$37.21)	-71.9%
28 Day	\$18.16	\$18.83	(\$0.67)	-3.6%	\$18.77	(\$0.61)	-3.2%

**Reno-Sparks Convention and Visitors Authority**

**RV Park Statistics - Year To Date**

**April 2011**

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
<b>Occupied Rooms</b>							
Cash	52,685	50,412	2,273	4.5%	51,568	1,117	2.2%
Comp	849	1,018	(169)	-16.6%	1,061	(212)	-20.0%
28 Day	216,632	228,467	(11,835)	-5.2%	227,696	(11,064)	-4.9%
<b>Total Occupied Rooms</b>	<b>270,166</b>	<b>279,897</b>	<b>(9,731)</b>	<b>-3.5%</b>	<b>280,325</b>	<b>(10,159)</b>	<b>-3.6%</b>
Vacant	265,718	256,171	9,547	3.7%	254,380	11,338	4.5%
Total Available Rooms	535,884	536,068	(184)	0.0%	534,705	1,179	0.2%
<b>Percentage of Occupancy</b>							
Cash	9.8%	9.4%	0.4	4.3%	9.6%	0.2	2.1%
Comp	0.2%	0.2%	-	0.0%	0.2%	-	0.0%
28 Day	40.4%	42.6%	(2.2)	-5.2%	42.6%	(2.2)	-5.2%
<b>Total Occupancy Percentage</b>	<b>50.4%</b>	<b>52.2%</b>	<b>(1.8)</b>	<b>-3.4%</b>	<b>52.4%</b>	<b>(2.0)</b>	<b>-3.8%</b>
Vacant	49.6%	47.8%	1.8	3.8%	47.6%	2.0	4.2%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
<b>Revenue</b>							
<b>Cash - Taxable</b>	<b>\$1,644,294</b>	<b>\$1,560,111</b>	<b>\$84,183</b>	<b>5.4%</b>	<b>\$1,587,315</b>	<b>\$56,979</b>	<b>3.6%</b>
Comp	\$21,971	\$27,022	(\$5,051)	-18.7%	\$27,803	(\$5,832)	-21.0%
28 Day	\$2,775,848	\$2,987,196	(\$211,348)	-7.1%	\$2,972,249	(\$196,401)	-6.6%
Total Revenue	\$4,442,113	\$4,574,329	(\$132,216)	-2.9%	\$4,587,367	(\$145,254)	-3.2%
<b>Average Rates</b>							
<b>Cash</b>	<b>\$31.21</b>	<b>\$30.95</b>	<b>\$0.26</b>	<b>0.8%</b>	<b>\$30.78</b>	<b>\$0.43</b>	<b>1.4%</b>
Comp	\$25.88	\$26.54	(\$0.66)	-2.5%	\$26.20	(\$0.32)	-1.2%
28 Day	\$12.81	\$13.07	(\$0.26)	-2.0%	\$13.05	(\$0.24)	-1.8%

**Reno-Sparks Convention and Visitors Authority**

**Vacation Rental Statistics - Year To Date**

**April 2011**

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
<b>Occupied Rooms</b>							
Cash	13,735	16,110	(2,375)	-14.7%	16,003	(2,268)	-14.2%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	60,362	52,212	8,150	15.6%	52,498	7,864	15.0%
<b>Total Occupied Rooms</b>	<b>74,097</b>	<b>68,322</b>	<b>5,775</b>	<b>8.5%</b>	<b>68,501</b>	<b>5,596</b>	<b>8.2%</b>
Vacant	112,235	122,590	(10,355)	-8.4%	118,830	(6,595)	-5.5%
Total Available Rooms	186,332	190,912	(4,580)	-2.4%	187,331	(999)	-0.5%
<b>Percentage of Occupancy</b>							
Cash	7.4%	8.4%	(1.0)	-11.9%	8.5%	(1.1)	-12.9%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	32.4%	27.3%	5.1	18.7%	28.0%	4.4	15.7%
<b>Total Occupancy Percentage</b>	<b>39.8%</b>	<b>35.8%</b>	<b>4.0</b>	<b>11.2%</b>	<b>36.6%</b>	<b>3.2</b>	<b>8.7%</b>
Vacant	60.2%	64.2%	(4.0)	-6.2%	63.4%	(3.2)	-5.0%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
<b>Revenue</b>							
<b>Cash - Taxable</b>	<b>\$4,430,678</b>	<b>\$4,076,710</b>	<b>\$353,968</b>	<b>8.7%</b>	<b>\$4,138,731</b>	<b>\$291,947</b>	<b>7.1%</b>
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$2,726,844	\$2,498,853	\$227,991	9.1%	\$2,506,493	\$220,351	8.8%
Total Revenue	\$7,157,522	\$6,575,563	\$581,959	8.9%	\$6,645,224	\$512,298	7.7%
<b>Average Rates</b>							
<b>Cash</b>	<b>\$322.58</b>	<b>\$253.05</b>	<b>\$69.53</b>	<b>27.5%</b>	<b>\$258.62</b>	<b>\$63.96</b>	<b>24.7%</b>
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$45.17	\$47.86	(\$2.69)	-5.6%	\$47.74	(\$2.57)	-5.4%

**Reno-Sparks Convention and Visitors Authority**

**Timeshare Statistics - Year To Date**

**April 2011**

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
<b>Occupied Rooms</b>							
Cash	43,675	44,667	(992)	-2.2%	45,726	(2,051)	-4.5%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	-	-	-	0.0%	-	-	0.0%
<b>Total Occupied Rooms</b>	<b>43,675</b>	<b>44,667</b>	<b>(992)</b>	<b>-2.2%</b>	<b>45,726</b>	<b>(2,051)</b>	<b>-4.5%</b>
Vacant	128,455	125,573	2,882	2.3%	120,135	8,320	6.9%
Total Available Rooms	172,130	170,240	1,890	1.1%	165,861	6,269	3.8%
<b>Percentage of Occupancy</b>							
Cash	25.4%	26.2%	(0.8)	-3.1%	27.6%	(2.2)	-8.0%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
<b>Total Occupancy Percentage</b>	<b>25.4%</b>	<b>26.2%</b>	<b>(0.8)</b>	<b>-3.1%</b>	<b>27.6%</b>	<b>(2.2)</b>	<b>-8.0%</b>
Vacant	74.6%	73.8%	0.8	1.1%	72.4%	2.2	3.0%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
<b>Revenue</b>							
<b>Cash - Taxable</b>	<b>\$1,401,148</b>	<b>\$1,240,603</b>	<b>\$160,545</b>	<b>12.9%</b>	<b>\$1,277,197</b>	<b>\$123,951</b>	<b>9.7%</b>
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
Total Revenue	\$1,401,148	\$1,240,603	\$160,545	12.9%	\$1,277,197	\$123,951	9.7%
<b>Average Rates</b>							
<b>Cash</b>	<b>\$32.08</b>	<b>\$27.77</b>	<b>\$4.31</b>	<b>15.5%</b>	<b>\$27.93</b>	<b>\$4.15</b>	<b>14.9%</b>
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%

**Reno-Sparks Convention and Visitors Authority  
Taxable Revenue by District  
April 2011**

Current Month Actual April 2011	Last Year Actual April 2010			Tax District	Year To Date Actual July 2010 - April 2011	Last Year - Year To Date Actual July 2009 - April 2010		
	Amount	Amount	Increase (Decrease) % Percent			Amount	Amount	% Percent
9,799,811	9,769,544	30,267	0.3%	Reno B	93,287,212	94,497,773	(1,210,561)	-1.3%
6,372,318	6,155,560	216,758	3.5%	Reno D	53,277,920	55,613,999	(2,336,079)	-4.2%
48,578	56,206	(7,628)	-13.6%	Reno E	597,609	659,270	(61,661)	-9.4%
<b>16,220,707</b>	<b>15,981,310</b>	<b>239,397</b>	<b>1.5%</b>	<b>Total Reno</b>	<b>147,162,741</b>	<b>150,771,042</b>	<b>(3,608,302)</b>	<b>-2.4%</b>
14,181	17,338	(3,157)	-18.2%	Washoe A	202,606	227,879	(25,272)	-11.1%
1,199,702	1,269,818	(70,116)	-5.5%	Washoe B	24,027,495	23,012,356	1,015,139	4.4%
<b>1,213,883</b>	<b>1,287,156</b>	<b>(73,273)</b>	<b>-5.7%</b>	<b>Total Washoe Co.</b>	<b>24,230,102</b>	<b>23,240,235</b>	<b>989,867</b>	<b>4.3%</b>
<b>2,108,086</b>	<b>2,156,888</b>	<b>(48,802)</b>	<b>-2.3%</b>	<b>Sparks</b>	<b>19,359,093</b>	<b>20,236,884</b>	<b>(877,791)</b>	<b>-4.3%</b>
<b>19,542,676</b>	<b>19,425,354</b>	<b>117,323</b>	<b>0.6%</b>	<b>Total Taxable Revenue</b>	<b>190,751,935</b>	<b>194,248,161</b>	<b>(3,496,226)</b>	<b>-1.8%</b>

<u>Tax District</u>	<u>Location</u>
Reno B	Suburban Reno
Reno D	Downtown Reno
Reno E	1 Mile Radius from Downtown
Sparks	City of Sparks
Washoe A	Washoe County except Incline
Washoe B	Incline Village