

RENO-SPARKS CONVENTION & VISITORS AUTHORITY

May 2011

Room Statistics

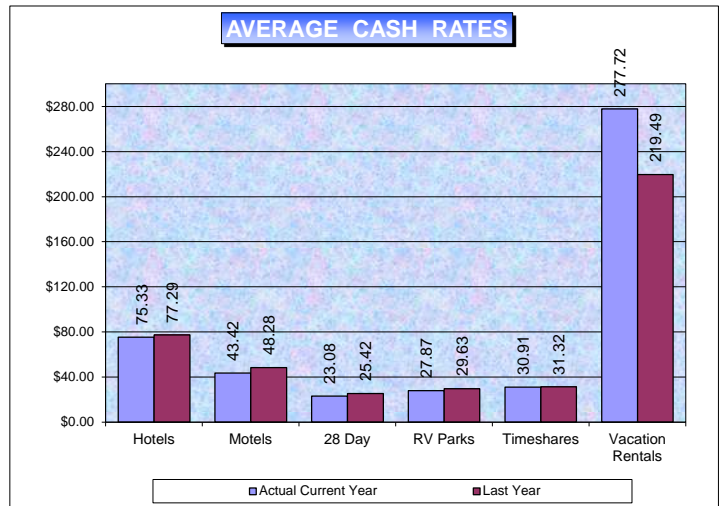
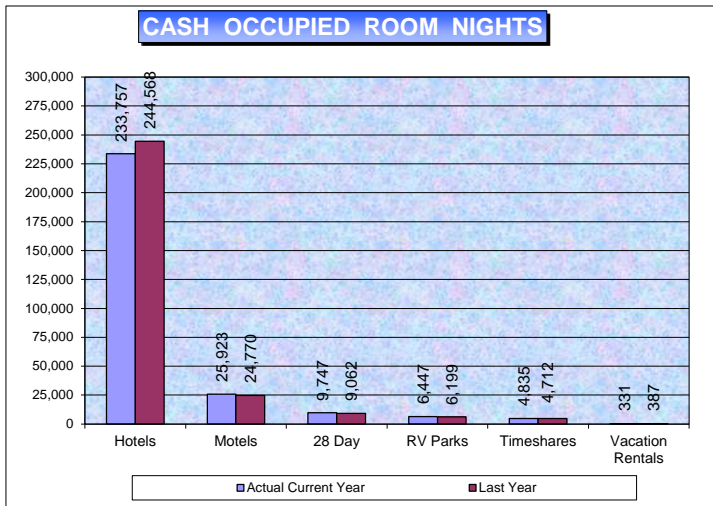
Taxable room revenues for the month total \$19,381,462 and are below prior year by \$1,363,717 (-6.6%). Cash occupied room nights of 281,040 are below prior year by 8,658 (-3.0%). Comp occupied room nights of 74,195 are below prior year by 4,552 (-5.8%), and 28-day occupied room nights of 103,206 are below prior year by 2,056 (-2.0%). Total occupied rooms for the month (Cash, Comp, 28-day) of are 15,266 (-3.2%) below the prior year.

Overall, Washoe County occupancy percentages of 61.5% for the month are -1.9% below the 62.7% level of the prior year. There were 10,795 (-1.4%) less available rooms for the month.

Overall cash average rates for the month of \$68.96 are down \$2.65 (-3.7%), compared to \$71.61 for the prior year.

Year-to-date cash occupied room nights of 2,912,647 are 88,476 (-2.9%) below prior year. Cash average rates year-to-date of \$72.15 are \$0.51 (0.7%) above prior year. Year-to-date, total taxable room revenues of \$210,133,398 are \$4,859,940 (-2.3%) below prior year.

Segments	Available Rooms	Cash Occupied Rooms	Average Cash Rate		Increase (Decrease)	
			Actual	Last Year	Amount	% Percent
Hotels	463,518	233,757	\$75.33	\$77.29	(\$1.96)	-2.5%
Motels	65,747	25,923	\$43.42	\$48.28	(\$4.86)	-10.1%
28 Day	125,618	9,747	\$23.08	\$25.42	(\$2.35)	-9.2%
RV Parks	54,157	6,447	\$27.87	\$29.63	(\$1.76)	-6.0%
Timeshares	17,158	4,835	\$30.91	\$31.32	(\$0.41)	-1.3%
Vacation Rentals	18,754	331	\$277.72	\$219.49	\$58.23	26.5%
Totals	744,952	281,040	\$68.96	\$71.61	(\$2.65)	-3.7%



Attached please find the detail statistics for each market segment.

Reno-Sparks Convention and Visitors Authority

Combined Room Statistics

May 2011

Description	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Taxable Room Revenues	\$19,381,462	\$17,585,794	\$1,795,668	10.2%	\$20,745,179	(\$1,363,717)	-6.6%
Occupied Rooms - Cash	281,040	258,635	22,405	8.7%	289,698	(8,658)	-3.0%
Average Rate - Cash	\$68.96	\$67.99	\$0.97	1.4%	\$71.61	(\$2.65)	-3.7%
Occupied Rooms							
Cash	281,040	258,635	22,405	8.7%	289,698	(8,658)	-3.0%
Comp	74,195	86,202	(12,007)	-13.9%	78,747	(4,552)	-5.8%
28 Day	103,206	110,965	(7,759)	-7.0%	105,262	(2,056)	-2.0%
Total Occupied Rooms	458,441	455,802	2,639	0.6%	473,707	(15,266)	-3.2%
Percentage of Occupancy							
Cash	37.7%	33.4%	4.3	12.9%	38.3%	(0.6)	-1.6%
Comp	10.0%	11.1%	(1.1)	-9.9%	10.4%	(0.4)	-3.8%
28 Day	13.9%	14.3%	(0.4)	-2.8%	13.9%	-	0.0%
Total Percentage of Occupancy	61.5%	58.9%	2.6	4.4%	62.7%	(1.2)	-1.9%
Market Segments							
Occupied Rooms - Cash							
Hotels	233,757	215,655	18,102	8.4%	244,568	(10,811)	-4.4%
Motels	25,923	22,752	3,171	13.9%	24,770	1,153	4.7%
28 Day Motels	9,747	9,431	316	3.4%	9,062	685	7.6%
R.V. Parks	6,447	6,138	309	5.0%	6,199	248	4.0%
Vacation Rentals	331	524	(193)	-36.8%	387	(56)	-14.5%
Timehares	4,835	4,135	700	16.9%	4,712	123	2.6%
Total Occupied - Cash	281,040	258,635	22,405	8.7%	289,698	(8,658)	-3.0%
Percentage of Occupancy - Cash							
Hotels	50.4%	44.7%	5.7	12.8%	51.9%	(1.5)	-2.9%
Motels	39.4%	33.6%	5.8	17.3%	37.6%	1.8	4.8%
28 Day Motels	7.8%	7.1%	0.7	9.9%	7.0%	0.8	11.4%
R.V. Parks	11.9%	11.3%	0.6	5.3%	11.4%	0.5	4.4%
Vacation Rentals	1.8%	2.7%	(0.9)	-33.3%	2.1%	(0.3)	-14.3%
Timeshares	28.2%	23.8%	4.4	18.5%	28.8%	(0.6)	-2.1%
Total Occupancy Percentage - Cash	37.7%	33.4%	4.3	12.9%	38.3%	(0.6)	-1.6%
Average Rates - Cash							
Hotels	\$75.33	\$73.87	\$1.46	2.0%	\$77.29	(\$1.96)	-2.5%
Motels	\$43.42	\$45.45	(\$2.03)	-4.5%	\$48.28	(\$4.86)	-10.1%
28 Day Motels	\$23.08	\$26.11	(\$3.03)	-11.6%	\$25.42	(\$2.34)	-9.2%
R.V. Parks	\$27.87	\$27.29	\$0.58	2.1%	\$29.63	(\$1.76)	-5.9%
Vacation Rentals	\$277.72	\$194.01	\$83.71	43.1%	\$219.49	\$58.23	26.5%
Timeshares	\$30.91	\$25.42	\$5.49	21.6%	\$31.32	(\$0.41)	-1.3%
Total Cash Average Rate	\$68.96	\$67.99	\$0.97	1.4%	\$71.61	(\$2.65)	-3.7%

Reno-Sparks Convention and Visitors Authority

Combined Room Statistics

May 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	281,040	258,635	22,405	8.7%	289,698	(8,658)	-3.0%
Comp	74,195	86,202	(12,007)	-13.9%	78,747	(4,552)	-5.8%
28 Day	103,206	110,965	(7,759)	-7.0%	105,262	(2,056)	-2.0%
Total Occupied Rooms	458,441	455,802	2,639	0.6%	473,707	(15,266)	-3.2%
Vacant	286,511	318,578	(32,067)	-10.1%	282,040	4,471	1.6%
Total Available Rooms	744,952	774,380	(29,428)	-3.8%	755,747	(10,795)	-1.4%
Percentage of Occupancy							
Cash	37.7%	33.4%	4.3	12.9%	38.3%	(0.6)	-1.6%
Comp	10.0%	11.1%	(1.1)	-9.9%	10.4%	(0.4)	-3.8%
28 Day	13.9%	14.3%	(0.4)	-2.8%	13.9%	-	0.0%
Total Occupancy Percentage	61.5%	58.9%	2.6	4.4%	62.7%	(1.2)	-1.9%
Vacant	38.5%	41.1%	(2.6)	-6.3%	37.3%	1.2	3.2%
Total (must equal 100.0%)	100.0%	100.0%	0.0	0.0%	100.0%	0.0	0.0%
Revenue							
Cash - Taxable	\$19,381,462	\$17,585,794	\$1,795,668	10.2%	\$20,745,179	(\$1,363,717)	-6.6%
Comp	\$4,785,498	\$6,108,967	(\$1,323,469)	-21.7%	\$5,141,474	(\$355,976)	-6.9%
28 Day	\$1,875,502	\$2,187,506	(\$312,004)	-14.3%	\$1,997,904	(\$122,402)	-6.1%
Total Revenue	\$26,042,462	\$25,882,267	\$160,195	0.6%	\$27,884,557	(\$1,842,095)	-6.6%
Average Rates							
Cash	\$68.96	\$67.99	\$0.97	1.4%	\$71.61	(\$2.65)	-3.7%
Comp	\$64.50	\$70.87	(\$6.37)	-9.0%	\$65.29	(\$0.79)	-1.2%
28 Day	\$18.17	\$19.71	(\$1.54)	-7.8%	\$18.98	(\$0.81)	-4.3%

Reno-Sparks Convention and Visitors Authority

Hotel Statistics

May 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	233,757	215,655	18,102	8.4%	244,568	(10,811)	-4.4%
Comp	73,811	85,814	(12,003)	-14.0%	78,396	(4,585)	-5.8%
28 Day	1,621	1,312	309	23.6%	1,899	(278)	-14.6%
Total Occupied Rooms	309,189	302,781	6,408	2.1%	324,863	(15,674)	-4.8%
Vacant	154,329	179,920	(25,591)	-14.2%	146,723	7,606	5.2%
Total Available Rooms	463,518	482,701	(19,183)	-4.0%	471,586	(8,068)	-1.7%
Percentage of Occupancy							
Cash	50.4%	44.7%	5.7	12.8%	51.9%	(1.5)	-2.9%
Comp	15.9%	17.8%	(1.9)	-10.7%	16.6%	(0.7)	-4.2%
28 Day	0.3%	0.3%	-	0.0%	0.4%	(0.1)	-25.0%
Total Occupancy Percentage	66.7%	62.7%	4.0	6.4%	68.9%	(2.2)	-3.2%
Vacant	33.3%	37.3%	(4.0)	-10.7%	31.1%	2.2	7.1%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$17,609,977	\$15,931,261	\$1,678,716	10.5%	\$18,902,687	(\$1,292,710)	-6.8%
Comp	\$4,773,547	\$6,093,407	(\$1,319,860)	-21.7%	\$5,124,988	(\$351,441)	-6.9%
28 Day	\$88,020	\$85,834	\$2,186	2.5%	\$94,967	(\$6,947)	-7.3%
Total Revenue	\$22,471,544	\$22,110,502	\$361,042	1.6%	\$24,122,642	(\$1,651,098)	-6.8%
Average Rates							
Cash	\$75.33	\$73.87	\$1.46	2.0%	\$77.29	(\$1.96)	-2.5%
Comp	\$64.67	\$71.01	(\$6.34)	-8.9%	\$65.37	(\$0.70)	-1.1%
28 Day	\$54.30	\$65.42	(\$11.12)	-17.0%	\$50.01	\$4.29	8.6%

Reno-Sparks Convention and Visitors Authority

Motel Statistics

May 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	25,923	22,752	3,171	13.9%	24,770	1,153	4.7%
Comp	268	251	17	6.8%	195	73	37.4%
28 Day	4,105	3,901	204	5.2%	4,264	(159)	-3.7%
Total Occupied Rooms	30,296	26,904	3,392	12.6%	29,229	1,067	3.7%
Vacant	35,451	40,800	(5,349)	-13.1%	36,702	(1,251)	-3.4%
Total Available Rooms	65,747	67,704	(1,957)	-2.9%	65,931	(184)	-0.3%
Percentage of Occupancy							
Cash	39.4%	33.6%	5.8	17.3%	37.6%	1.8	4.8%
Comp	0.4%	0.4%	-	0.0%	0.3%	0.1	33.3%
28 Day	6.2%	5.8%	0.4	6.9%	6.5%	(0.3)	-4.6%
Total Occupancy Percentage	46.1%	39.7%	6.4	16.1%	44.3%	1.8	4.1%
Vacant	53.9%	60.3%	(6.4)	-10.6%	55.7%	(1.8)	-3.2%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$1,125,526	\$1,033,982	\$91,544	8.9%	\$1,195,903	(\$70,377)	-5.9%
Comp	\$9,042	\$11,003	(\$1,961)	-17.8%	\$12,223	(\$3,181)	-26.0%
28 Day	\$68,915	\$74,350	(\$5,435)	-7.3%	\$67,281	\$1,634	2.4%
Total Revenue	\$1,203,483	\$1,119,335	\$84,148	7.5%	\$1,275,407	(\$71,924)	-5.6%
Average Rates							
Cash	\$43.42	\$45.45	(\$2.03)	-4.5%	\$48.28	(\$4.86)	-10.1%
Comp	\$33.74	\$43.84	(\$10.10)	-23.0%	\$62.68	(\$28.94)	-46.2%
28 Day	\$16.79	\$19.06	(\$2.27)	-11.9%	\$15.78	\$1.01	6.4%

Reno-Sparks Convention and Visitors Authority

28 Day Motel Statistics

May 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	9,747	9,431	316	3.4%	9,062	685	7.6%
Comp	-	34	(34)	-100.0%	-	-	0.0%
28 Day	68,761	76,739	(7,978)	-10.4%	72,327	(3,566)	-4.9%
Total Occupied Rooms	78,508	86,204	(7,696)	-8.9%	81,389	(2,881)	-3.5%
Vacant	47,110	46,786	324	0.7%	47,974	(864)	-1.8%
Total Available Rooms	125,618	132,990	(7,372)	-5.5%	129,363	(3,745)	-2.9%
Percentage of Occupancy							
Cash	7.8%	7.1%	0.7	9.9%	7.0%	0.8	11.4%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	54.7%	57.7%	(3.0)	-5.2%	55.9%	(1.2)	-2.1%
Total Occupancy Percentage	62.5%	64.8%	(2.3)	-3.5%	62.9%	(0.4)	-0.6%
Vacant	37.5%	35.2%	2.3	6.5%	37.1%	0.4	1.1%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$224,928	\$246,255	(\$21,327)	-8.7%	\$230,381	(\$5,453)	-2.4%
Comp	\$0	\$1,700	(\$1,700)	-100.0%	\$0	\$0	0.0%
28 Day	\$1,169,216	\$1,460,110	(\$290,894)	-19.9%	\$1,294,067	(\$124,851)	-9.6%
Total Revenue	\$1,394,144	\$1,708,065	(\$313,921)	-18.4%	\$1,524,448	(\$130,304)	-8.5%
Average Rates							
Cash	\$23.08	\$26.11	(\$3.03)	-11.6%	\$25.42	(\$2.34)	-9.2%
Comp	\$0.00	\$50.00	(\$50.00)	-100.0%	\$0.00	\$0.00	0.0%
28 Day	\$17.00	\$19.03	(\$2.03)	-10.7%	\$17.89	(\$0.89)	-5.0%

Reno-Sparks Convention and Visitors Authority

RV Park Statistics

May 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	6,447	6,138	309	5.0%	6,199	248	4.0%
Comp	116	103	13	12.6%	156	(40)	-25.6%
28 Day	22,661	23,723	(1,062)	-4.5%	22,802	(141)	-0.6%
Total Occupied Rooms	29,224	29,964	(740)	-2.5%	29,157	67	0.2%
Vacant	24,933	24,193	740	3.1%	25,000	(67)	-0.3%
Total Available Rooms	54,157	54,157	-	0.0%	54,157	-	0.0%
Percentage of Occupancy							
Cash	11.9%	11.3%	0.6	5.3%	11.4%	0.5	4.4%
Comp	0.2%	0.2%	-	0.0%	0.3%	(0.1)	-33.3%
28 Day	41.8%	43.8%	(2.0)	-4.6%	42.1%	(0.3)	-0.7%
Total Occupancy Percentage	54.0%	55.3%	(1.3)	-2.4%	53.8%	0.2	0.4%
Vacant	46.0%	44.7%	1.3	2.9%	46.2%	(0.2)	-0.4%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$179,650	\$167,528	\$12,122	7.2%	\$183,680	(\$4,030)	-2.2%
Comp	\$2,909	\$2,857	\$52	1.8%	\$4,263	(\$1,354)	-31.8%
28 Day	\$285,011	\$318,012	(\$33,001)	-10.4%	\$288,525	(\$3,514)	-1.2%
Total Revenue	\$467,570	\$488,397	(\$20,827)	-4.3%	\$476,468	(\$8,898)	-1.9%
Average Rates							
Cash	\$27.87	\$27.29	\$0.58	2.1%	\$29.63	(\$1.76)	-5.9%
Comp	\$25.08	\$27.74	(\$2.66)	-9.6%	\$27.33	(\$2.25)	-8.2%
28 Day	\$12.58	\$13.41	(\$0.83)	-6.2%	\$12.65	(\$0.07)	-0.6%

Reno-Sparks Convention and Visitors Authority

Vacation Rental Statistics

May 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	331	524	(193)	-36.8%	387	(56)	-14.5%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	6,058	5,290	768	14.5%	3,970	2,088	52.6%
Total Occupied Rooms	6,389	5,814	575	9.9%	4,357	2,032	46.6%
Vacant	12,365	13,654	(1,289)	-9.4%	13,989	(1,624)	-11.6%
Total Available Rooms	18,754	19,468	(714)	-3.7%	18,346	408	2.2%
Percentage of Occupancy							
Cash	1.8%	2.7%	(0.9)	-33.3%	2.1%	(0.3)	-14.3%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	32.3%	27.2%	5.1	18.8%	21.6%	10.7	49.5%
Total Occupancy Percentage	34.1%	29.9%	4.2	14.0%	23.7%	10.4	43.9%
Vacant	65.9%	70.1%	(4.2)	-6.0%	76.3%	(10.4)	-13.6%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$91,925	\$101,660	(\$9,735)	-9.6%	\$84,941	\$6,984	8.2%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$264,340	\$249,200	\$15,140	6.1%	\$253,064	\$11,276	4.5%
Total Revenue	\$356,265	\$350,860	\$5,405	1.5%	\$338,005	\$18,260	5.4%
Average Rates							
Cash	\$277.72	\$194.01	\$83.71	43.1%	\$219.49	\$58.23	26.5%
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$43.63	\$47.11	(\$3.48)	-7.4%	\$63.74	(\$20.11)	-31.6%

Reno-Sparks Convention and Visitors Authority

Timeshare Statistics

May 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	4,835	4,135	700	16.9%	4,712	123	2.6%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	-	-	-	0.0%	-	-	0.0%
Total Occupied Rooms	4,835	4,135	700	16.9%	4,712	123	2.6%
Vacant	12,323	13,225	(902)	-6.8%	11,652	671	5.8%
Total Available Rooms	17,158	17,360	(202)	-1.2%	16,364	794	4.9%
Percentage of Occupancy							
Cash	28.2%	23.8%	4.4	18.5%	28.8%	(0.6)	-2.1%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
Total Occupancy Percentage	28.2%	23.8%	4.4	18.5%	28.8%	(0.6)	-2.1%
Vacant	71.8%	76.2%	(4.4)	-5.8%	71.2%	0.6	0.8%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$149,456	\$105,108	\$44,348	42.2%	\$147,587	\$1,869	1.3%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
Total Revenue	\$149,456	\$105,108	\$44,348	42.2%	\$147,587	\$1,869	1.3%
Average Rates							
Cash	\$30.91	\$25.42	\$5.49	21.6%	\$31.32	(\$0.41)	-1.3%
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

May 2011

Description	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Taxable Room Revenues	\$210,133,398	\$200,611,440	\$9,521,958	4.7%	\$214,993,338	(\$4,859,940)	-2.3%
Occupied Rooms - Cash	2,912,647	2,858,104	54,543	1.9%	3,001,123	(88,476)	-2.9%
Average Rate - Cash	\$72.15	\$70.19	\$1.96	2.8%	\$71.64	\$0.51	0.7%
Occupied Rooms							
Cash	2,912,647	2,858,104	54,543	1.9%	3,001,123	(88,476)	-2.9%
Comp	796,066	831,243	(35,177)	-4.2%	804,846	(8,780)	-1.1%
28 Day	1,147,695	1,184,831	(37,136)	-3.1%	1,186,397	(38,702)	-3.3%
Total Occupied Rooms	4,856,408	4,874,178	(17,770)	-0.4%	4,992,366	(135,958)	-2.7%
Percentage of Occupancy							
Cash	35.8%	34.1%	1.7	5.0%	36.2%	(0.4)	-1.1%
Comp	9.8%	9.9%	(0.1)	-1.0%	9.7%	0.1	1.0%
28 Day	14.1%	14.1%	-	0.0%	14.3%	(0.2)	-1.4%
Total Percentage of Occupancy	59.7%	58.1%	1.6	2.8%	60.2%	(0.5)	-0.8%
Market Segments							
Occupied Rooms - Cash							
Hotels	2,450,273	2,410,914	39,359	1.6%	2,544,349	(94,076)	-3.7%
Motels	244,185	227,271	16,914	7.4%	235,392	8,793	3.7%
28 Day Motels	96,481	97,933	(1,452)	-1.5%	96,787	(306)	-0.3%
R.V. Parks	59,132	56,550	2,582	4.6%	57,767	1,365	2.4%
Vacation Rentals	14,066	16,634	(2,568)	-15.4%	16,390	(2,324)	-14.2%
Timeshares	48,510	48,802	(292)	-0.6%	50,438	(1,928)	-3.8%
Total Occupied - Cash	2,912,647	2,858,104	54,543	1.9%	3,001,123	(88,476)	-2.9%
Percentage of Occupancy - Cash							
Hotels	48.4%	46.2%	2.2	4.8%	49.3%	(0.9)	-1.8%
Motels	34.8%	31.1%	3.7	11.9%	32.5%	2.3	7.1%
28 Day Motels	6.9%	6.8%	0.1	1.5%	6.8%	0.1	1.5%
R.V. Parks	10.0%	9.6%	0.4	4.2%	9.8%	0.2	2.0%
Vacation Rentals	6.9%	7.9%	(1.0)	-12.7%	8.0%	(1.1)	-13.8%
Timeshares	25.6%	26.0%	(0.4)	-1.5%	27.7%	(2.1)	-7.6%
Total Occupancy Percentage - Cash	35.8%	34.1%	1.7	5.0%	36.2%	(0.4)	-1.1%
Average Rates - Cash							
Hotels	\$76.83	\$74.69	\$2.14	2.9%	\$76.17	\$0.66	0.9%
Motels	\$47.17	\$47.15	\$0.02	0.0%	\$47.65	(\$0.48)	-1.0%
28 Day Motels	\$25.54	\$26.25	(\$0.71)	-2.7%	\$26.48	(\$0.94)	-3.5%
R.V. Parks	\$30.85	\$30.55	\$0.30	1.0%	\$30.66	\$0.19	0.6%
Vacation Rental	\$321.53	\$251.19	\$70.34	28.0%	\$257.70	\$63.83	24.8%
Timeshares	\$31.96	\$27.57	\$4.39	15.9%	\$28.25	\$3.71	13.1%
Total Cash Average Rate	\$72.15	\$70.19	\$1.96	2.8%	\$71.64	\$0.51	0.7%

Reno-Sparks Convention and Visitors Authority

Combined Room Statistics - Year To Date

May 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	2,912,647	2,858,104	54,543	1.9%	3,001,123	(88,476)	-2.9%
Comp	796,066	831,243	(35,177)	-4.2%	804,846	(8,780)	-1.1%
28 Day	1,147,695	1,184,831	(37,136)	-3.1%	1,186,397	(38,702)	-3.3%
Total Occupied Rooms	4,856,408	4,874,178	(17,770)	-0.4%	4,992,366	(135,958)	-2.7%
Vacant	3,283,882	3,512,680	(228,798)	-6.5%	3,299,466	(15,584)	-0.5%
Total Available Rooms	8,140,290	8,386,858	(246,568)	-2.9%	8,291,832	(151,542)	-1.8%
Percentage of Occupancy							
Cash	35.8%	34.1%	1.7	5.0%	36.2%	(0.4)	-1.1%
Comp	9.8%	9.9%	(0.1)	-1.0%	9.7%	0.1	1.0%
28 Day	14.1%	14.1%	-	0.0%	14.3%	(0.2)	-1.4%
Total Occupancy Percentage	59.7%	58.1%	1.6	2.8%	60.2%	(0.5)	-0.8%
Vacant	40.3%	41.9%	(1.6)	-3.8%	39.8%	0.5	1.3%
Total (must equal 100.0%)	100.0%	100.0%	0.0	0.0%	100.0%	0.0	0.0%
Revenue							
Cash - Taxable	\$210,133,398	\$200,611,440	\$9,521,958	4.7%	\$214,993,338	(\$4,859,940)	-2.3%
Comp	\$51,246,705	\$55,267,689	(\$4,020,984)	-7.3%	\$52,940,007	(\$1,693,302)	-3.2%
28 Day	\$21,926,485	\$23,148,722	(\$1,222,237)	-5.3%	\$23,045,362	(\$1,118,877)	-4.9%
Total Revenue	\$283,306,588	\$279,027,851	\$4,278,737	1.5%	\$290,978,707	(\$7,672,119)	-2.6%
Average Rates							
Cash	\$72.15	\$70.19	\$1.96	2.8%	\$71.64	\$0.51	0.7%
Comp	\$64.37	\$66.49	(\$2.12)	-3.2%	\$65.78	(\$1.41)	-2.1%
28 Day	\$19.10	\$19.54	(\$0.44)	-2.3%	\$19.42	(\$0.32)	-1.6%

Reno-Sparks Convention and Visitors Authority

Hotel Statistics - Year To Date

May 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	2,450,273	2,410,914	39,359	1.6%	2,544,349	(94,076)	-3.7%
Comp	792,779	827,227	(34,448)	-4.2%	800,865	(8,086)	-1.0%
28 Day	18,869	16,261	2,608	16.0%	17,393	1,476	8.5%
Total Occupied Rooms	3,261,921	3,254,402	7,519	0.2%	3,362,607	(100,686)	-3.0%
Vacant	1,797,445	1,961,883	(164,438)	-8.4%	1,799,601	(2,156)	-0.1%
Total Available Rooms	5,059,366	5,216,285	(156,919)	-3.0%	5,162,208	(102,842)	-2.0%
Percentage of Occupancy							
Cash	48.4%	46.2%	2.2	4.8%	49.3%	(0.9)	-1.8%
Comp	15.7%	15.9%	(0.2)	-1.3%	15.5%	0.2	1.3%
28 Day	0.4%	0.3%	0.1	33.3%	0.3%	0.1	33.3%
Total Occupancy Percentage	64.5%	62.4%	2.1	3.4%	65.1%	(0.6)	-0.9%
Vacant	35.5%	37.6%	(2.1)	-5.6%	34.9%	0.6	1.7%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$188,253,725	\$180,072,532	\$8,181,193	4.5%	\$193,793,484	(\$5,539,759)	-2.9%
Comp	\$51,119,666	\$55,101,593	(\$3,981,927)	-7.2%	\$52,772,763	(\$1,653,097)	-3.1%
28 Day	\$963,277	\$970,344	(\$7,067)	-0.7%	\$985,458	(\$22,181)	-2.3%
Total Revenue	\$240,336,668	\$236,144,469	\$4,192,199	1.8%	\$247,551,705	(\$7,215,037)	-2.9%
Average Rates							
Cash	\$76.83	\$74.69	\$2.14	2.9%	\$76.17	\$0.66	0.9%
Comp	\$64.48	\$66.61	(\$2.13)	-3.2%	\$65.89	(\$1.41)	-2.1%
28 Day	\$51.05	\$59.67	(\$8.62)	-14.4%	\$56.66	(\$5.61)	-9.9%

Reno-Sparks Convention and Visitors Authority

Motel Statistics - Year To Date

May 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	244,185	227,271	16,914	7.4%	235,392	8,793	3.7%
Comp	2,291	2,781	(490)	-17.6%	2,716	(425)	-15.6%
28 Day	45,601	39,007	6,594	16.9%	41,412	4,189	10.1%
Total Occupied Rooms	292,077	269,059	23,018	8.6%	279,520	12,557	4.5%
Vacant	410,501	462,581	(52,080)	-11.3%	444,560	(34,059)	-7.7%
Total Available Rooms	702,578	731,640	(29,062)	-4.0%	724,080	(21,502)	-3.0%
Percentage of Occupancy							
Cash	34.8%	31.1%	3.7	11.9%	32.5%	2.3	7.1%
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%	5.7%	0.8	14.0%
Total Occupancy Percentage	41.6%	36.8%	4.8	13.0%	38.6%	3.0	7.8%
Vacant	58.4%	63.2%	(4.8)	-7.6%	61.4%	(3.0)	-4.9%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$11,518,519	\$10,715,994	\$802,525	7.5%	\$11,217,021	\$301,498	2.7%
Comp	\$101,709	\$130,755	(\$29,046)	-22.2%	\$132,695	(\$30,986)	-23.4%
28 Day	\$870,625	\$669,122	\$201,503	30.1%	\$700,639	\$169,986	24.3%
Total Revenue	\$12,490,853	\$11,515,871	\$974,982	8.5%	\$12,050,355	\$440,498	3.7%
Average Rates							
Cash	\$47.17	\$47.15	\$0.02	0.0%	\$47.65	(\$0.48)	-1.0%
Comp	\$44.40	\$47.02	(\$2.62)	-5.6%	\$48.86	(\$4.46)	-9.1%
28 Day	\$19.09	\$17.15	\$1.94	11.3%	\$16.92	\$2.17	12.8%

Reno-Sparks Convention and Visitors Authority

28 Day Motel Statistics - Year To Date

May 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	96,481	97,933	(1,452)	-1.5%	96,787	(306)	-0.3%
Comp	31	114	(83)	-72.8%	48	(17)	-35.4%
28 Day	777,512	819,871	(42,359)	-5.2%	820,626	(43,114)	-5.3%
Total Occupied Rooms	874,024	917,918	(43,894)	-4.8%	917,461	(43,437)	-4.7%
Vacant	519,907	532,810	(12,903)	-2.4%	511,319	8,588	1.7%
Total Available Rooms	1,393,931	1,450,728	(56,797)	-3.9%	1,428,780	(34,849)	-2.4%
Percentage of Occupancy							
Cash	6.9%	6.8%	0.1	1.5%	6.8%	0.1	1.5%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	55.8%	56.5%	(0.7)	-1.2%	57.4%	(1.6)	-2.8%
Total Occupancy Percentage	62.7%	63.3%	(0.6)	-0.9%	64.2%	(1.5)	-2.3%
Vacant	37.3%	36.7%	0.6	1.6%	35.8%	1.5	4.2%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$2,464,002	\$2,571,194	(\$107,192)	-4.2%	\$2,563,382	(\$99,380)	-3.9%
Comp	\$450	\$5,462	(\$5,012)	-91.8%	\$2,483	(\$2,033)	-81.9%
28 Day	\$14,040,540	\$15,455,995	(\$1,415,455)	-9.2%	\$15,338,934	(\$1,298,394)	-8.5%
Total Revenue	\$16,504,992	\$18,032,651	(\$1,527,659)	-8.5%	\$17,904,799	(\$1,399,807)	-7.8%
Average Rates							
Cash	\$25.54	\$26.25	(\$0.71)	-2.7%	\$26.48	(\$0.94)	-3.5%
Comp	\$14.52	\$47.91	(\$33.39)	-69.7%	\$51.73	(\$37.21)	-71.9%
28 Day	\$18.06	\$18.85	(\$0.79)	-4.2%	\$18.69	(\$0.63)	-3.4%

Reno-Sparks Convention and Visitors Authority

RV Park Statistics - Year To Date

May 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	59,132	56,550	2,582	4.6%	57,767	1,365	2.4%
Comp	965	1,121	(156)	-13.9%	1,217	(252)	-20.7%
28 Day	239,293	252,190	(12,897)	-5.1%	250,498	(11,205)	-4.5%
Total Occupied Rooms	299,390	309,861	(10,471)	-3.4%	309,482	(10,092)	-3.3%
Vacant	290,651	280,364	10,287	3.7%	279,380	11,271	4.0%
Total Available Rooms	590,041	590,225	(184)	0.0%	588,862	1,179	0.2%
Percentage of Occupancy							
Cash	10.0%	9.6%	0.4	4.2%	9.8%	0.2	2.0%
Comp	0.2%	0.2%	-	0.0%	0.2%	-	0.0%
28 Day	40.6%	42.7%	(2.1)	-4.9%	42.5%	(1.9)	-4.5%
Total Occupancy Percentage	50.7%	52.5%	(1.8)	-3.4%	52.6%	(1.9)	-3.6%
Vacant	49.3%	47.5%	1.8	3.8%	47.4%	1.9	4.0%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$1,823,944	\$1,727,639	\$96,305	5.6%	\$1,770,995	\$52,949	3.0%
Comp	\$24,880	\$29,879	(\$4,999)	-16.7%	\$32,066	(\$7,186)	-22.4%
28 Day	\$3,060,859	\$3,305,208	(\$244,349)	-7.4%	\$3,260,774	(\$199,915)	-6.1%
Total Revenue	\$4,909,683	\$5,062,726	(\$153,043)	-3.0%	\$5,063,835	(\$154,152)	-3.0%
Average Rates							
Cash	\$30.85	\$30.55	\$0.30	1.0%	\$30.66	\$0.19	0.6%
Comp	\$25.78	\$26.65	(\$0.87)	-3.3%	\$26.35	(\$0.57)	-2.2%
28 Day	\$12.79	\$13.11	(\$0.32)	-2.4%	\$13.02	(\$0.23)	-1.8%

Reno-Sparks Convention and Visitors Authority

Vacation Rental Statistics - Year To Date

May 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	14,066	16,634	(2,568)	-15.4%	16,390	(2,324)	-14.2%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	66,420	57,502	8,918	15.5%	56,468	9,952	17.6%
Total Occupied Rooms	80,486	74,136	6,350	8.6%	72,858	7,628	10.5%
Vacant	124,600	136,244	(11,644)	-8.5%	132,819	(8,219)	-6.2%
Total Available Rooms	205,086	210,380	(5,294)	-2.5%	205,677	(591)	-0.3%
Percentage of Occupancy							
Cash	6.9%	7.9%	(1.0)	-12.7%	8.0%	(1.1)	-13.8%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	32.4%	27.3%	5.1	18.7%	27.5%	4.9	17.8%
Total Occupancy Percentage	39.2%	35.2%	4.0	11.4%	35.4%	3.8	10.7%
Vacant	60.8%	64.8%	(4.0)	-6.2%	64.6%	(3.8)	-5.9%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$4,522,603	\$4,178,370	\$344,233	8.2%	\$4,223,672	\$298,931	7.1%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$2,991,184	\$2,748,053	\$243,131	8.8%	\$2,759,557	\$231,627	8.4%
Total Revenue	\$7,513,787	\$6,926,423	\$587,364	8.5%	\$6,983,229	\$530,558	7.6%
Average Rates							
Cash	\$321.53	\$251.19	\$70.34	28.0%	\$257.70	\$63.83	24.8%
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$45.03	\$47.79	(\$2.76)	-5.8%	\$48.87	(\$3.84)	-7.9%

Reno-Sparks Convention and Visitors Authority

Timeshare Statistics - Year To Date

May 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	48,510	48,802	(292)	-0.6%	50,438	(1,928)	-3.8%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	-	-	-	0.0%	-	-	0.0%
Total Occupied Rooms	48,510	48,802	(292)	-0.6%	50,438	(1,928)	-3.8%
Vacant	140,778	138,798	1,980	1.4%	131,787	8,991	6.8%
Total Available Rooms	189,288	187,600	1,688	0.9%	182,225	7,063	3.9%
Percentage of Occupancy							
Cash	25.6%	26.0%	(0.4)	-1.5%	27.7%	(2.1)	-7.6%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
Total Occupancy Percentage	25.6%	26.0%	(0.4)	-1.5%	27.7%	(2.1)	-7.6%
Vacant	74.4%	74.0%	0.4	0.5%	72.3%	2.1	2.9%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$1,550,605	\$1,345,711	\$204,894	15.2%	\$1,424,784	\$125,821	8.8%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
Total Revenue	\$1,550,605	\$1,345,711	\$204,894	15.2%	\$1,424,784	\$125,821	8.8%
Average Rates							
Cash	\$31.96	\$27.57	\$4.39	15.9%	\$28.25	\$3.71	13.1%
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
May 2011**

Current Month Actual May 2011	Last Year Actual May 2010			Tax District	Year To Date Actual July 2010 - May 2011	Last Year - Year To Date Actual July 2009 - May 2010		
	Amount	Amount	Increase (Decrease) % Percent			Amount	Amount	% Percent
9,805,298	10,173,837	(368,540)	-3.6%	Reno B	103,092,510	104,671,611	(1,579,101)	-1.5%
6,492,640	6,808,972	(316,332)	-4.6%	Reno D	59,770,560	62,422,972	(2,652,411)	-4.2%
54,859	64,952	(10,093)	-15.5%	Reno E	652,467	724,222	(71,755)	-9.9%
16,352,797	17,047,762	(694,965)	-4.1%	Total Reno	163,515,537	167,818,804	(4,303,267)	-2.6%
22,629	26,649	(4,020)	-15.1%	Washoe A	225,236	254,528	(29,292)	-11.5%
1,307,296	1,469,072	(161,776)	-11.0%	Washoe B	25,334,791	24,481,428	853,363	3.5%
1,329,925	1,495,722	(165,796)	-11.1%	Total Washoe Co.	25,560,027	24,735,956	824,071	3.3%
1,698,740	2,201,695	(502,955)	-22.8%	Sparks	21,057,833	22,438,579	(1,380,746)	-6.2%
19,381,462	20,745,178	(1,363,716)	-6.6%	Total Taxable Revenue	210,133,397	214,993,339	(4,859,942)	-2.3%

<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