

RENO-SPARKS CONVENTION & VISITORS AUTHORITY

August 2011 Room Statistics

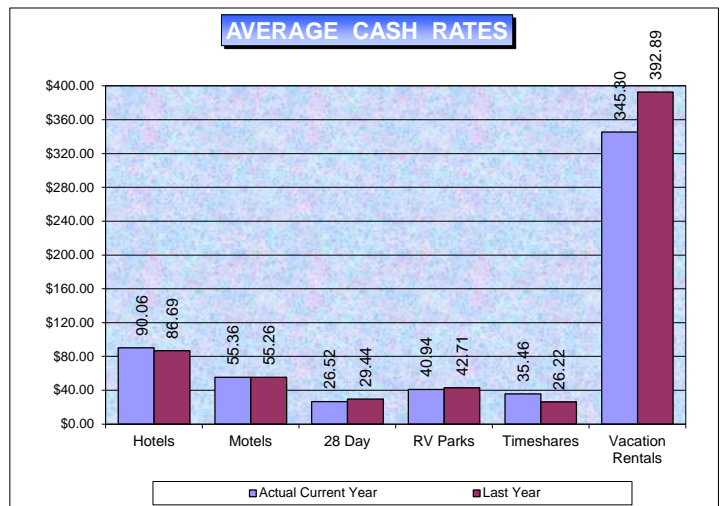
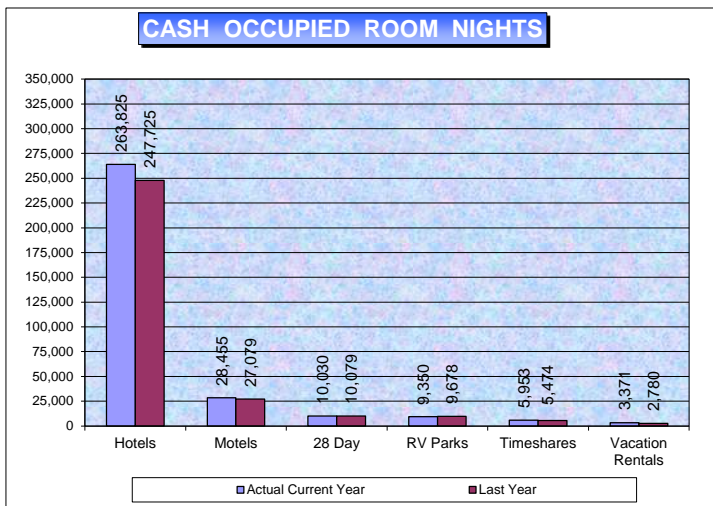
Taxable room revenues for the month total \$27,359,084 and are above prior year by \$2,442,777 (9.8%). Cash occupied room nights of 320,984 are above prior year by 18,169 (6.0%). Comp occupied room nights of 78,545 are below prior year by 6,895 (-8.1%), and 28-day occupied room nights of 106,962 are above prior year by 1,977 (1.9%). Total occupied rooms for the month (Cash,Comp, 28-day) of 506,491 are 13,251 (2.7%) above the prior year.

Overall, Washoe County occupancy percentages of 67.8% for the month are 4.5% above the 64.9% level of the prior year. There were 12,697 (-1.7%) less available rooms for the month.

Overall cash average rates for the month of \$85.24 are up \$2.96 (3.6%), compared to \$82.28 for the prior year.

Year-to-date cash occupied room nights of 645,131 are 26,003 (4.2%) above prior year. Cash average rates year-to-date of \$81.60 are \$0.15 (-0.2%) below prior year. Year-to-date, total taxable room revenues of \$52,640,344 are \$2,027,522 (4.0%) above prior year.

Segments	Available Rooms	Cash Occupied Rooms	Average Cash Rate		Increase (Decrease)	
			Actual	Last Year	Amount	% Percent
Hotels	462,942	263,825	\$90.06	\$86.69	\$3.37	3.9%
Motels	63,829	28,455	\$55.36	\$55.26	\$0.10	0.2%
28 Day	127,052	10,030	\$26.52	\$29.44	(\$2.92)	-9.9%
RV Parks	54,157	9,350	\$40.94	\$42.71	(\$1.77)	-4.1%
Timeshares	17,204	5,953	\$35.46	\$26.22	\$9.24	35.2%
Vacation Rentals	21,824	3,371	\$345.30	\$392.89	(\$47.59)	-12.1%
Totals	747,008	320,984	\$85.24	\$82.28	\$2.96	3.6%



Attached please find the detail statistics for each market segment.

Reno-Sparks Convention and Visitors Authority

Combined Room Statistics

August 2011

Description	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Taxable Room Revenues	\$27,359,084	\$26,057,055	\$1,302,029	5.0%	\$24,916,307	\$2,442,777	9.8%
Occupied Rooms - Cash	320,984	313,557	7,427	2.4%	302,815	18,169	6.0%
Average Rate - Cash	\$85.24	\$83.10	\$2.14	2.6%	\$82.28	\$2.96	3.6%
Occupied Rooms							
Cash	320,984	313,557	7,427	2.4%	302,815	18,169	6.0%
Comp	78,545	87,141	(8,596)	-9.9%	85,440	(6,895)	-8.1%
28 Day	106,962	101,502	5,460	5.4%	104,985	1,977	1.9%
Total Occupied Rooms	506,491	502,200	4,291	0.9%	493,240	13,251	2.7%
Percentage of Occupancy							
Cash	43.0%	40.8%	2.2	5.4%	39.9%	3.1	7.8%
Comp	10.5%	11.3%	(0.8)	-7.1%	11.2%	(0.7)	-6.3%
28 Day	14.3%	13.2%	1.1	8.3%	13.8%	0.5	3.6%
Total Percentage of Occupancy	67.8%	65.3%	2.5	3.8%	64.9%	2.9	4.5%
Market Segments							
Occupied Rooms - Cash							
Hotels	263,825	257,076	6,749	2.6%	247,725	16,100	6.5%
Motels	28,455	28,433	22	0.1%	27,079	1,376	5.1%
28 Day Motels	10,030	9,928	102	1.0%	10,079	(49)	-0.5%
R.V. Parks	9,350	10,114	(764)	-7.6%	9,678	(328)	-3.4%
Vacation Rentals	3,371	2,641	730	27.6%	2,780	591	21.3%
Timehares	5,953	5,365	588	11.0%	5,474	479	8.8%
Total Occupied - Cash	320,984	313,557	7,427	2.4%	302,815	18,169	6.0%
Percentage of Occupancy - Cash							
Hotels	57.0%	53.8%	3.2	5.9%	52.7%	4.3	8.2%
Motels	44.6%	42.2%	2.4	5.7%	41.8%	2.8	6.7%
28 Day Motels	7.9%	7.5%	0.4	5.3%	7.6%	0.3	3.9%
R.V. Parks	17.3%	18.7%	(1.4)	-7.5%	17.9%	(0.6)	-3.4%
Vacation Rentals	15.4%	13.3%	2.1	15.8%	15.0%	0.4	2.7%
Timeshares	34.6%	30.9%	3.7	12.0%	27.1%	7.5	27.7%
Total Occupancy Percentage - Cash	43.0%	40.8%	2.2	5.4%	39.9%	3.1	7.8%
Average Rates - Cash							
Hotels	\$90.06	\$87.44	\$2.62	3.0%	\$86.69	\$3.37	3.9%
Motels	\$55.36	\$54.74	\$0.62	1.1%	\$55.26	\$0.10	0.2%
28 Day Motels	\$26.52	\$28.69	(\$2.17)	-7.6%	\$29.44	(\$2.92)	-9.9%
R.V. Parks	\$40.94	\$42.71	(\$1.77)	-4.1%	\$42.71	(\$1.77)	-4.1%
Vacation Rentals	\$345.30	\$434.25	(\$88.95)	-20.5%	\$392.89	(\$47.59)	-12.1%
Timeshares	\$35.46	\$29.42	\$6.04	20.5%	\$26.22	\$9.24	35.2%
Total Cash Average Rate	\$85.24	\$83.10	\$2.14	2.6%	\$82.28	\$2.96	3.6%

Reno-Sparks Convention and Visitors Authority

Combined Room Statistics

August 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	320,984	313,557	7,427	2.4%	302,815	18,169	6.0%
Comp	78,545	87,141	(8,596)	-9.9%	85,440	(6,895)	-8.1%
28 Day	106,962	101,502	5,460	5.4%	104,985	1,977	1.9%
Total Occupied Rooms	506,491	502,200	4,291	0.9%	493,240	13,251	2.7%
Vacant	240,517	266,538	(26,021)	-9.8%	266,465	(25,948)	-9.7%
Total Available Rooms	747,008	768,738	(21,730)	-2.8%	759,705	(12,697)	-1.7%
Percentage of Occupancy							
Cash	43.0%	40.8%	2.2	5.4%	39.9%	3.1	7.8%
Comp	10.5%	11.3%	(0.8)	-7.1%	11.2%	(0.7)	-6.3%
28 Day	14.3%	13.2%	1.1	8.3%	13.8%	0.5	3.6%
Total Occupancy Percentage	67.8%	65.3%	2.5	3.8%	64.9%	2.9	4.5%
Vacant	32.2%	34.7%	(2.5)	-7.2%	35.1%	(2.9)	-8.3%
Total (must equal 100.0%)	100.0%	100.0%	0.0	0.0%	100.0%	0.0	0.0%
Revenue							
Cash - Taxable	\$27,359,084	\$26,057,055	\$1,302,029	5.0%	\$24,916,307	\$2,442,777	9.8%
Comp	\$5,268,898	\$5,888,885	(\$619,987)	-10.5%	\$5,773,736	(\$504,838)	-8.7%
28 Day	\$2,042,295	\$1,940,005	\$102,290	5.3%	\$2,012,367	\$29,928	1.5%
Total Revenue	\$34,670,277	\$33,885,945	\$784,332	2.3%	\$32,702,410	\$1,967,867	6.0%
Average Rates							
Cash	\$85.24	\$83.10	\$2.14	2.6%	\$82.28	\$2.96	3.6%
Comp	\$67.08	\$67.58	(\$0.50)	-0.7%	\$67.58	(\$0.50)	-0.7%
28 Day	\$19.09	\$19.11	(\$0.02)	-0.1%	\$19.17	(\$0.08)	-0.4%

Reno-Sparks Convention and Visitors Authority

Hotel Statistics

August 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	263,825	257,076	6,749	2.6%	247,725	16,100	6.5%
Comp	78,121	86,761	(8,640)	-10.0%	85,060	(6,939)	-8.2%
28 Day	1,314	1,786	(472)	-26.4%	1,786	(472)	-26.4%
Total Occupied Rooms	343,260	345,623	(2,363)	-0.7%	334,571	8,689	2.6%
Vacant	119,682	132,428	(12,746)	-9.6%	135,654	(15,972)	-11.8%
Total Available Rooms	462,942	478,051	(15,109)	-3.2%	470,225	(7,283)	-1.5%
Percentage of Occupancy							
Cash	57.0%	53.8%	3.2	5.9%	52.7%	4.3	8.2%
Comp	16.9%	18.1%	(1.2)	-6.6%	18.1%	(1.2)	-6.6%
28 Day	0.3%	0.4%	(0.1)	-25.0%	0.4%	(0.1)	-25.0%
Total Occupancy Percentage	74.1%	72.3%	1.8	2.5%	71.2%	2.9	4.1%
Vacant	25.9%	27.7%	(1.8)	-6.5%	28.8%	(2.9)	-10.1%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$23,760,061	\$22,479,249	\$1,280,812	5.7%	\$21,474,056	\$2,286,005	10.6%
Comp	\$5,248,879	\$5,872,576	(\$623,697)	-10.6%	\$5,757,427	(\$508,548)	-8.8%
28 Day	\$68,894	\$96,301	(\$27,407)	-28.5%	\$96,301	(\$27,407)	-28.5%
Total Revenue	\$29,077,834	\$28,448,126	\$629,708	2.2%	\$27,327,784	\$1,750,050	6.4%
Average Rates							
Cash	\$90.06	\$87.44	\$2.62	3.0%	\$86.69	\$3.37	3.9%
Comp	\$67.19	\$67.69	(\$0.50)	-0.7%	\$67.69	(\$0.50)	-0.7%
28 Day	\$52.43	\$53.92	(\$1.49)	-2.8%	\$53.92	(\$1.49)	-2.8%

Reno-Sparks Convention and Visitors Authority

Motel Statistics

August 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	28,455	28,433	22	0.1%	27,079	1,376	5.1%
Comp	259	253	6	2.4%	253	6	2.4%
28 Day	4,313	4,379	(66)	-1.5%	4,379	(66)	-1.5%
Total Occupied Rooms	33,027	33,065	(38)	-0.1%	31,711	1,316	4.1%
Vacant	30,802	34,267	(3,465)	-10.1%	33,087	(2,285)	-6.9%
Total Available Rooms	63,829	67,332	(3,503)	-5.2%	64,798	(969)	-1.5%
Percentage of Occupancy							
Cash	44.6%	42.2%	2.4	5.7%	41.8%	2.8	6.7%
Comp	0.4%	0.4%	-	0.0%	0.4%	-	0.0%
28 Day	6.8%	6.5%	0.3	4.6%	6.8%	-	0.0%
Total Occupancy Percentage	51.7%	49.1%	2.6	5.3%	48.9%	2.8	5.7%
Vacant	48.3%	50.9%	(2.6)	-5.1%	51.1%	(2.8)	-5.5%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$1,575,155	\$1,556,330	\$18,825	1.2%	\$1,496,471	\$78,684	5.3%
Comp	\$14,825	\$12,174	\$2,651	21.8%	\$12,174	\$2,651	21.8%
28 Day	\$90,567	\$83,319	\$7,248	8.7%	\$83,319	\$7,248	8.7%
Total Revenue	\$1,680,547	\$1,651,823	\$28,724	1.7%	\$1,591,964	\$88,583	5.6%
Average Rates							
Cash	\$55.36	\$54.74	\$0.62	1.1%	\$55.26	\$0.10	0.2%
Comp	\$57.24	\$48.12	\$9.12	19.0%	\$48.12	\$9.12	19.0%
28 Day	\$21.00	\$19.03	\$1.97	10.4%	\$19.03	\$1.97	10.4%

Reno-Sparks Convention and Visitors Authority

28 Day Motel Statistics

August 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	10,030	9,928	102	1.0%	10,079	(49)	-0.5%
Comp	8	-	8	100.0%	-	8	100.0%
28 Day	70,573	66,173	4,400	6.6%	69,656	917	1.3%
Total Occupied Rooms	80,611	76,101	4,510	5.9%	79,735	876	1.1%
Vacant	46,441	55,928	(9,487)	-17.0%	52,089	(5,648)	-10.8%
Total Available Rooms	127,052	132,029	(4,977)	-3.8%	131,824	(4,772)	-3.6%
Percentage of Occupancy							
Cash	7.9%	7.5%	0.4	5.3%	7.6%	0.3	3.9%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	55.5%	50.1%	5.4	10.8%	52.8%	2.7	5.1%
Total Occupancy Percentage	63.4%	57.6%	5.8	10.1%	60.5%	2.9	4.8%
Vacant	36.6%	42.4%	(5.8)	-13.7%	39.5%	(2.9)	-7.3%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$266,019	\$284,814	(\$18,795)	-6.6%	\$296,681	(\$30,662)	-10.3%
Comp	\$185	\$0	\$185	100.0%	\$0	\$185	100.0%
28 Day	\$1,256,002	\$1,184,877	\$71,125	6.0%	\$1,257,239	(\$1,237)	-0.1%
Total Revenue	\$1,522,206	\$1,469,691	\$52,515	3.6%	\$1,553,920	(\$31,714)	-2.0%
Average Rates							
Cash	\$26.52	\$28.69	(\$2.17)	-7.6%	\$29.44	(\$2.92)	-9.9%
Comp	\$23.13	\$0.00	\$23.13	100.0%	\$0.00	\$23.13	100.0%
28 Day	\$17.80	\$17.91	(\$0.11)	-0.6%	\$18.05	(\$0.25)	-1.4%

Reno-Sparks Convention and Visitors Authority

RV Park Statistics

August 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	9,350	10,114	(764)	-7.6%	9,678	(328)	-3.4%
Comp	157	127	30	23.6%	127	30	23.6%
28 Day	24,050	23,295	755	3.2%	23,295	755	3.2%
Total Occupied Rooms	33,557	33,536	21	0.1%	33,100	457	1.4%
Vacant	20,600	20,621	(21)	-0.1%	21,026	(426)	-2.0%
Total Available Rooms	54,157	54,157	-	0.0%	54,126	31	0.1%
Percentage of Occupancy							
Cash	17.3%	18.7%	(1.4)	-7.5%	17.9%	(0.6)	-3.4%
Comp	0.3%	0.2%	0.1	50.0%	0.2%	0.1	50.0%
28 Day	44.4%	43.0%	1.4	3.3%	43.0%	1.4	3.3%
Total Occupancy Percentage	62.0%	61.9%	0.1	0.2%	61.2%	0.8	1.3%
Vacant	38.0%	38.1%	(0.1)	-0.3%	38.8%	(0.8)	-2.1%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$382,763	\$431,940	(\$49,177)	-11.4%	\$413,340	(\$30,577)	-7.4%
Comp	\$5,009	\$4,135	\$874	21.1%	\$4,135	\$874	21.1%
28 Day	\$324,785	\$292,069	\$32,716	11.2%	\$292,069	\$32,716	11.2%
Total Revenue	\$712,557	\$728,144	(\$15,587)	-2.1%	\$709,544	\$3,013	0.4%
Average Rates							
Cash	\$40.94	\$42.71	(\$1.77)	-4.1%	\$42.71	(\$1.77)	-4.1%
Comp	\$31.90	\$32.56	(\$0.66)	-2.0%	\$32.56	(\$0.66)	-2.0%
28 Day	\$13.50	\$12.54	\$0.96	7.7%	\$12.54	\$0.96	7.7%

Reno-Sparks Convention and Visitors Authority

Vacation Rental Statistics

August 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	3,371	2,641	730	27.6%	2,780	591	21.3%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	6,689	5,869	820	14.0%	5,869	820	14.0%
Total Occupied Rooms	10,060	8,510	1,550	18.2%	8,649	1,411	16.3%
Vacant	11,764	11,299	465	4.1%	9,903	1,861	18.8%
Total Available Rooms	21,824	19,809	2,015	10.2%	18,552	3,272	17.6%
Percentage of Occupancy							
Cash	15.4%	13.3%	2.1	15.8%	15.0%	0.4	2.7%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	30.6%	29.6%	1.0	3.4%	31.6%	(1.0)	-3.2%
Total Occupancy Percentage	46.1%	43.0%	3.1	7.2%	46.6%	(0.5)	-1.1%
Vacant	53.9%	57.0%	(3.1)	-5.4%	53.4%	0.5	0.9%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$1,164,014	\$1,146,857	\$17,157	1.5%	\$1,092,245	\$71,769	6.6%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$301,150	\$283,439	\$17,711	6.2%	\$283,439	\$17,711	6.2%
Total Revenue	\$1,465,164	\$1,430,296	\$34,868	2.4%	\$1,375,684	\$89,480	6.5%
Average Rates							
Cash	\$345.30	\$434.25	(\$88.95)	-20.5%	\$392.89	(\$47.59)	-12.1%
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$45.02	\$48.29	(\$3.27)	-6.8%	\$48.29	(\$3.27)	-6.8%

Reno-Sparks Convention and Visitors Authority

Timeshare Statistics

August 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	5,953	5,365	588	11.0%	5,474	479	8.8%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	23	-	23	100.0%	-	23	100.0%
Total Occupied Rooms	5,976	5,365	611	11.4%	5,474	502	9.2%
Vacant	11,228	11,995	(767)	-6.4%	14,706	(3,478)	-23.7%
Total Available Rooms	17,204	17,360	(156)	-0.9%	20,180	(2,976)	-14.7%
Percentage of Occupancy							
Cash	34.6%	30.9%	3.7	12.0%	27.1%	7.5	27.7%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	0.1%	0.0%	0.1	100.0%	0.0%	0.1	100.0%
Total Occupancy Percentage	34.7%	30.9%	3.8	12.3%	27.1%	7.6	28.0%
Vacant	65.3%	69.1%	(3.8)	-5.5%	72.9%	(7.6)	-10.4%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$211,072	\$157,865	\$53,207	33.7%	\$143,514	\$67,558	47.1%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$897	\$0	\$897	100.0%	\$0	\$897	100.0%
Total Revenue	\$211,969	\$157,865	\$54,104	34.3%	\$143,514	\$68,455	47.7%
Average Rates							
Cash	\$35.46	\$29.42	\$6.04	20.5%	\$26.22	\$9.24	35.2%
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$39.00	\$0.00	\$39.00	100.0%	\$0.00	\$39.00	100.0%

Reno-Sparks Convention and Visitors Authority

Combined Room Statistics - Year To Date

August 2011

Description	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Taxable Room Revenues	\$52,640,344	\$52,328,913	\$311,431	0.6%	\$50,612,822	\$2,027,522	4.0%
Occupied Rooms - Cash	645,131	634,223	10,908	1.7%	619,128	26,003	4.2%
Average Rate - Cash	\$81.60	\$82.51	(\$0.91)	-1.1%	\$81.75	(\$0.15)	-0.2%
Occupied Rooms							
Cash	645,131	634,223	10,908	1.7%	619,128	26,003	4.2%
Comp	161,042	174,863	(13,821)	-7.9%	171,451	(10,409)	-6.1%
28 Day	215,090	206,556	8,534	4.1%	213,731	1,359	0.6%
Total Occupied Rooms	1,021,263	1,015,642	5,621	0.6%	1,004,310	16,953	1.7%
Percentage of Occupancy							
Cash	43.0%	41.3%	1.7	4.1%	40.8%	2.2	5.4%
Comp	10.7%	11.4%	(0.7)	-6.1%	11.3%	(0.6)	-5.3%
28 Day	14.3%	13.4%	0.9	6.7%	14.1%	0.2	1.4%
Total Percentage of Occupancy	68.1%	66.1%	2.0	3.0%	66.2%	1.9	2.9%
Market Segments							
Occupied Rooms - Cash							
Hotels	531,261	521,867	9,394	1.8%	509,400	21,861	4.3%
Motels	57,307	56,813	494	0.9%	54,108	3,199	5.9%
28 Day Motels	20,766	20,146	620	3.1%	20,453	313	1.5%
R.V. Parks	16,466	18,106	(1,640)	-9.1%	17,326	(860)	-5.0%
Vacation Rentals	6,820	6,137	683	11.1%	6,460	360	5.6%
Timeshares	12,511	11,154	1,357	12.2%	11,381	1,130	9.9%
Total Occupied - Cash	645,131	634,223	10,908	1.7%	619,128	26,003	4.2%
Percentage of Occupancy - Cash							
Hotels	57.4%	54.6%	2.8	5.1%	54.1%	3.3	6.1%
Motels	44.3%	42.2%	2.1	5.0%	41.6%	2.7	6.5%
28 Day Motels	8.1%	7.6%	0.5	6.6%	7.8%	0.3	3.8%
R.V. Parks	15.2%	16.7%	(1.5)	-9.0%	16.0%	(0.8)	-5.0%
Vacation Rentals	15.2%	15.5%	(0.3)	-1.9%	17.5%	(2.3)	-13.1%
Timeshares	36.1%	32.1%	4.0	12.5%	31.0%	5.1	16.5%
Total Occupancy Percentage - Cash	43.0%	41.3%	1.7	4.1%	40.8%	2.2	5.4%
Average Rates - Cash							
Hotels	\$86.78	\$87.18	(\$0.40)	-0.5%	\$86.46	\$0.32	0.4%
Motels	\$51.97	\$51.95	\$0.02	0.0%	\$52.45	(\$0.48)	-0.9%
28 Day Motels	\$25.05	\$27.84	(\$2.79)	-10.0%	\$28.57	(\$3.52)	-12.3%
R.V. Parks	\$36.83	\$39.56	(\$2.73)	-6.9%	\$39.56	(\$2.73)	-6.9%
Vacation Rental	\$294.16	\$367.95	(\$73.79)	-20.1%	\$332.91	(\$38.75)	-11.6%
Timeshares	\$33.94	\$30.82	\$3.12	10.1%	\$27.46	\$6.48	23.6%
Total Cash Average Rate	\$81.60	\$82.51	(\$0.91)	-1.1%	\$81.75	(\$0.15)	-0.2%

Reno-Sparks Convention and Visitors Authority

Combined Room Statistics - Year To Date

August 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	645,131	634,223	10,908	1.7%	619,128	26,003	4.2%
Comp	161,042	174,863	(13,821)	-7.9%	171,451	(10,409)	-6.1%
28 Day	215,090	206,556	8,534	4.1%	213,731	1,359	0.6%
Total Occupied Rooms	1,021,263	1,015,642	5,621	0.6%	1,004,310	16,953	1.7%
Vacant	479,099	521,865	(42,766)	-8.2%	512,755	(33,656)	-6.6%
Total Available Rooms	1,500,362	1,537,507	(37,145)	-2.4%	1,517,065	(16,703)	-1.1%
Percentage of Occupancy							
Cash	43.0%	41.3%	1.7	4.1%	40.8%	2.2	5.4%
Comp	10.7%	11.4%	(0.7)	-6.1%	11.3%	(0.6)	-5.3%
28 Day	14.3%	13.4%	0.9	6.7%	14.1%	0.2	1.4%
Total Occupancy Percentage	68.1%	66.1%	2.0	3.0%	66.2%	1.9	2.9%
Vacant	31.9%	33.9%	(2.0)	-5.9%	33.8%	(1.9)	-5.6%
Total (must equal 100.0%)	100.0%	100.0%	0.0	0.0%	100.0%	0.0	0.0%
Revenue							
Cash - Taxable	\$52,640,344	\$52,328,913	\$311,431	0.6%	\$50,612,822	\$2,027,522	4.0%
Comp	\$10,838,340	\$11,485,323	(\$646,983)	-5.6%	\$11,260,792	(\$422,452)	-3.8%
28 Day	\$4,096,776	\$3,994,151	\$102,625	2.6%	\$4,140,626	(\$43,850)	-1.1%
Total Revenue	\$67,575,460	\$67,808,387	(\$232,927)	-0.3%	\$66,014,240	\$1,561,220	2.4%
Average Rates							
Cash	\$81.60	\$82.51	(\$0.91)	-1.1%	\$81.75	(\$0.15)	-0.2%
Comp	\$67.30	\$65.68	\$1.62	2.5%	\$65.68	\$1.62	2.5%
28 Day	\$19.05	\$19.34	(\$0.29)	-1.5%	\$19.37	(\$0.32)	-1.7%

Reno-Sparks Convention and Visitors Authority

Hotel Statistics - Year To Date

August 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	531,261	521,867	9,394	1.8%	509,400	21,861	4.3%
Comp	160,331	174,024	(13,693)	-7.9%	170,612	(10,281)	-6.0%
28 Day	2,922	3,639	(717)	-19.7%	3,639	(717)	-19.7%
Total Occupied Rooms	694,514	699,530	(5,016)	-0.7%	683,651	10,863	1.6%
Vacant	231,601	256,572	(24,971)	-9.7%	258,034	(26,433)	-10.2%
Total Available Rooms	926,115	956,102	(29,987)	-3.1%	941,685	(15,570)	-1.7%
Percentage of Occupancy							
Cash	57.4%	54.6%	2.8	5.1%	54.1%	3.3	6.1%
Comp	17.3%	18.2%	(0.9)	-4.9%	18.1%	(0.8)	-4.4%
28 Day	0.3%	0.4%	(0.1)	-25.0%	0.4%	(0.1)	-25.0%
Total Occupancy Percentage	75.0%	73.2%	1.8	2.5%	72.6%	2.4	3.3%
Vacant	25.0%	26.8%	(1.8)	-6.7%	27.4%	(2.4)	-8.8%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$46,104,587	\$45,498,597	\$605,990	1.3%	\$44,042,266	\$2,062,321	4.7%
Comp	\$10,807,015	\$11,451,099	(\$644,084)	-5.6%	\$11,226,567	(\$419,552)	-3.7%
28 Day	\$170,504	\$185,493	(\$14,989)	-8.1%	\$185,492	(\$14,988)	-8.1%
Total Revenue	\$57,082,106	\$57,135,189	(\$53,083)	-0.1%	\$55,454,325	\$1,627,781	2.9%
Average Rates							
Cash	\$86.78	\$87.18	(\$0.40)	-0.5%	\$86.46	\$0.32	0.4%
Comp	\$67.40	\$65.80	\$1.60	2.4%	\$65.80	\$1.60	2.4%
28 Day	\$58.35	\$50.97	\$7.38	14.5%	\$50.97	\$7.38	14.5%

Reno-Sparks Convention and Visitors Authority

Motel Statistics - Year To Date

August 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	57,307	56,813	494	0.9%	54,108	3,199	5.9%
Comp	422	586	(164)	-28.0%	586	(164)	-28.0%
28 Day	8,764	8,466	298	3.5%	8,466	298	3.5%
Total Occupied Rooms	66,493	65,865	628	1.0%	63,160	3,333	5.3%
Vacant	62,994	68,799	(5,805)	-8.4%	66,798	(3,804)	-5.7%
Total Available Rooms	129,487	134,664	(5,177)	-3.8%	129,958	(471)	-0.4%
Percentage of Occupancy							
Cash	44.3%	42.2%	2.1	5.0%	41.6%	2.7	6.5%
Comp	0.3%	0.4%	(0.1)	-25.0%	0.5%	(0.2)	-40.0%
28 Day	6.8%	6.3%	0.5	7.9%	6.5%	0.3	4.6%
Total Occupancy Percentage	51.4%	48.9%	2.5	5.1%	48.6%	2.8	5.8%
Vacant	48.6%	51.1%	(2.5)	-4.9%	51.4%	(2.8)	-5.4%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$2,978,412	\$2,951,224	\$27,188	0.9%	\$2,837,715	\$140,697	5.0%
Comp	\$22,570	\$26,828	(\$4,258)	-15.9%	\$26,828	(\$4,258)	-15.9%
28 Day	\$181,388	\$159,612	\$21,776	13.6%	\$159,612	\$21,776	13.6%
Total Revenue	\$3,182,370	\$3,137,664	\$44,706	1.4%	\$3,024,155	\$158,215	5.2%
Average Rates							
Cash	\$51.97	\$51.95	\$0.02	0.0%	\$52.45	(\$0.48)	-0.9%
Comp	\$53.48	\$45.78	\$7.70	16.8%	\$45.78	\$7.70	16.8%
28 Day	\$20.70	\$18.85	\$1.85	9.8%	\$18.85	\$1.85	9.8%

Reno-Sparks Convention and Visitors Authority

28 Day Motel Statistics - Year To Date

August 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	20,766	20,146	620	3.1%	20,453	313	1.5%
Comp	8	31	(23)	-74.2%	31	(23)	-74.2%
28 Day	143,025	136,328	6,697	4.9%	143,503	(478)	-0.3%
Total Occupied Rooms	163,799	156,505	7,294	4.7%	163,987	(188)	-0.1%
Vacant	92,997	107,584	(14,587)	-13.6%	99,463	(6,466)	-6.5%
Total Available Rooms	256,796	264,089	(7,293)	-2.8%	263,450	(6,654)	-2.5%
Percentage of Occupancy							
Cash	8.1%	7.6%	0.5	6.6%	7.8%	0.3	3.8%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	55.7%	51.6%	4.1	7.9%	54.5%	1.2	2.2%
Total Occupancy Percentage	63.8%	59.3%	4.5	7.6%	62.2%	1.6	2.6%
Vacant	36.2%	40.7%	(4.5)	-11.1%	37.8%	(1.6)	-4.2%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$520,175	\$560,940	(\$40,765)	-7.3%	\$584,312	(\$64,137)	-11.0%
Comp	\$185	\$450	(\$265)	-58.9%	\$450	(\$265)	-58.9%
28 Day	\$2,535,785	\$2,486,835	\$48,950	2.0%	\$2,633,311	(\$97,526)	-3.7%
Total Revenue	\$3,056,145	\$3,048,225	\$7,920	0.3%	\$3,218,073	(\$161,928)	-5.0%
Average Rates							
Cash	\$25.05	\$27.84	(\$2.79)	-10.0%	\$28.57	(\$3.52)	-12.3%
Comp	\$23.13	\$14.52	\$8.61	59.3%	\$14.52	\$8.61	59.3%
28 Day	\$17.73	\$18.24	(\$0.51)	-2.8%	\$18.35	(\$0.62)	-3.4%

Reno-Sparks Convention and Visitors Authority

RV Park Statistics - Year To Date

August 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	16,466	18,106	(1,640)	-9.1%	17,326	(860)	-5.0%
Comp	281	222	59	26.6%	222	59	26.6%
28 Day	47,403	46,681	722	1.5%	46,681	722	1.5%
Total Occupied Rooms	64,150	65,009	(859)	-1.3%	64,229	(79)	-0.1%
Vacant	44,164	43,305	859	2.0%	44,023	141	0.3%
Total Available Rooms	108,314	108,314	-	0.0%	108,252	62	0.1%
Percentage of Occupancy							
Cash	15.2%	16.7%	(1.5)	-9.0%	16.0%	(0.8)	-5.0%
Comp	0.3%	0.2%	0.1	50.0%	0.2%	0.1	50.0%
28 Day	43.8%	43.1%	0.7	1.6%	43.1%	0.7	1.6%
Total Occupancy Percentage	59.2%	60.0%	(0.8)	-1.3%	59.3%	(0.1)	-0.2%
Vacant	40.8%	40.0%	0.8	2.0%	40.7%	0.1	0.2%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$606,409	\$716,278	(\$109,869)	-15.3%	\$685,435	(\$79,026)	-11.5%
Comp	\$8,570	\$6,946	\$1,624	23.4%	\$6,947	\$1,623	23.4%
28 Day	\$625,977	\$604,150	\$21,827	3.6%	\$604,150	\$21,827	3.6%
Total Revenue	\$1,240,956	\$1,327,374	(\$86,418)	-6.5%	\$1,296,532	(\$55,576)	-4.3%
Average Rates							
Cash	\$36.83	\$39.56	(\$2.73)	-6.9%	\$39.56	(\$2.73)	-6.9%
Comp	\$30.50	\$31.29	(\$0.79)	-2.5%	\$31.29	(\$0.79)	-2.5%
28 Day	\$13.21	\$12.94	\$0.27	2.1%	\$12.94	\$0.27	2.1%

Reno-Sparks Convention and Visitors Authority

Vacation Rental Statistics - Year To Date

August 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	6,820	6,137	683	11.1%	6,460	360	5.6%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	12,922	11,442	1,480	12.9%	11,442	1,480	12.9%
Total Occupied Rooms	19,742	17,579	2,163	12.3%	17,902	1,840	10.3%
Vacant	25,208	22,039	3,169	14.4%	19,095	6,113	32.0%
Total Available Rooms	44,950	39,618	5,332	13.5%	36,997	7,953	21.5%
Percentage of Occupancy							
Cash	15.2%	15.5%	(0.3)	-1.9%	17.5%	(2.3)	-13.1%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	28.7%	28.9%	(0.2)	-0.7%	30.9%	(2.2)	-7.1%
Total Occupancy Percentage	43.9%	44.4%	(0.5)	-1.1%	48.4%	(4.5)	-9.3%
Vacant	56.1%	55.6%	0.5	0.9%	51.6%	4.5	8.7%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$2,006,196	\$2,258,135	(\$251,939)	-11.2%	\$2,150,605	(\$144,409)	-6.7%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$581,016	\$558,061	\$22,955	4.1%	\$558,061	\$22,955	4.1%
Total Revenue	\$2,587,212	\$2,816,196	(\$228,984)	-8.1%	\$2,708,666	(\$121,454)	-4.5%
Average Rates							
Cash	\$294.16	\$367.95	(\$73.79)	-20.1%	\$332.91	(\$38.75)	-11.6%
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$44.96	\$48.77	(\$3.81)	-7.8%	\$48.77	(\$3.81)	-7.8%

Reno-Sparks Convention and Visitors Authority

Timeshare Statistics - Year To Date

August 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	12,511	11,154	1,357	12.2%	11,381	1,130	9.9%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	54	-	54	100.0%	-	54	100.0%
Total Occupied Rooms	12,565	11,154	1,411	12.7%	11,381	1,184	10.4%
Vacant	22,135	23,566	(1,431)	-6.1%	25,342	(3,207)	-12.7%
Total Available Rooms	34,700	34,720	(20)	-0.1%	36,723	(2,023)	-5.5%
Percentage of Occupancy							
Cash	36.1%	32.1%	4.0	12.5%	31.0%	5.1	16.5%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	0.2%	0.0%	0.2	100.0%	0.0%	0.2	100.0%
Total Occupancy Percentage	36.2%	32.1%	4.1	12.8%	31.0%	5.2	16.8%
Vacant	63.8%	67.9%	(4.1)	-6.0%	69.0%	(5.2)	-7.5%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$424,565	\$343,739	\$80,826	23.5%	\$312,489	\$112,076	35.9%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$2,106	\$0	\$2,106	100.0%	\$0	\$2,106	100.0%
Total Revenue	\$426,671	\$343,739	\$82,932	24.1%	\$312,489	\$114,182	36.5%
Average Rates							
Cash	\$33.94	\$30.82	\$3.12	10.1%	\$27.46	\$6.48	23.6%
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$39.00	\$0.00	\$39.00	100.0%	\$0.00	\$39.00	100.0%

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

Current Month Actual August 2011	Last Year Actual August 2010			Tax District	Year To Date Actual July 2011 - August 2011	Last Year - Year To Date Actual July 2010 - August 2010		
	Amount	Amount	Increase (Decrease) % Percent			Amount	Amount	Increase (Decrease) % Percent
12,349,213	11,527,780	821,432	7.1%	Reno B	23,393,889	23,260,109	133,780	0.6%
6,784,933	6,035,330	749,603	12.4%	Reno D	13,027,701	12,525,065	502,636	4.0%
63,902	80,352	(16,451)	-20.5%	Reno E	123,500	142,757	(19,257)	-13.5%
19,198,048	17,643,463	1,554,585	8.8%	Total Reno	36,545,090	35,927,931	617,159	1.7%
28,862	29,000	(138)	-0.5%	Washoe A	58,279	56,116	2,163	3.9%
5,449,929	5,015,904	434,025	8.7%	Washoe B	10,767,302	10,260,178	507,124	4.9%
5,478,792	5,044,904	433,888	8.6%	Total Washoe Co.	10,825,581	10,316,294	509,286	4.9%
2,682,244	2,227,940	454,304	20.4%	Sparks	5,269,672	4,368,596	901,077	20.6%
27,359,084	24,916,307	2,442,776	9.8%	Total Taxable Revenue	52,640,344	50,612,822	2,027,522	4.0%

<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

**Reno-Sparks Convention and Visitors Authority
Taxable Occupied Rooms by District
August 2011**

Current Month Actual August 2011	Last Year Actual August 2010			Tax District	Year To Date Actual July 2011 - August 2011	Last Year - Year To Date Actual July 2010- August 2010		
	Amount	Amount	Increase (Decrease) % Percent			Amount	Amount	% Percent
144,458	136,663	7,795	5.7%	Reno B	291,029	280,168	10,861	3.9%
110,292	107,493	2,799	2.6%	Reno D	220,768	217,692	3,076	1.4%
2,175	2,747	(572)	-20.8%	Reno E	4,534	5,088	(554)	-10.9%
256,925	246,903	10,022	4.1%	Total Reno	516,331	502,948	13,383	2.7%
826	800	26	3.3%	Washoe A	1,578	1,830	(252)	-13.8%
22,281	20,323	1,958	9.6%	Washoe B	45,168	42,272	2,896	6.9%
23,107	21,123	1,984	9.4%	Total Washoe Co.	46,746	44,102	2,644	6.0%
40,952	34,789	6,163	17.7%	Sparks	82,054	72,078	9,976	13.8%
320,984	302,815	18,169	6.0%	Total Taxable Rooms	645,131	619,128	26,003	4.2%

<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

**Reno-Sparks Convention and Visitors Authority
Average Daily Rate by District
August 2011**

Current Month Actual August 2011	Last Year Actual August 2010			Tax District	Year To Date Actual July 2011 - August 2011	Last Year - Year To Date Actual July 2010 - August 2010		
	Amount	Amount	Increase (Decrease) % Percent			Amount	Amount	% Percent
\$85.49	\$84.35	\$1.13	1.3%	Reno B	\$80.38	\$83.02	-\$2.64	-3.2%
\$61.52	\$56.15	\$5.37	9.6%	Reno D	\$59.01	\$57.54	\$1.48	2.6%
\$29.38	\$29.25	\$0.13	0.4%	Reno E	\$27.24	\$28.06	-\$0.82	-2.9%
\$74.72	\$71.46	\$6.64	9.3%	Total Reno	\$70.78	\$71.43	-\$1.98	-2.8%
\$34.94	\$36.25	-\$1.31	-3.6%	Washoe A	\$36.93	\$30.66	\$6.27	20.4%
\$244.60	\$246.81	-\$2.21	-0.9%	Washoe B	\$238.38	\$242.72	-\$4.33	-1.8%
\$237.11	\$238.83	-\$3.52	-1.5%	Total Washoe Co.	\$231.58	\$233.92	\$1.93	0.8%
\$65.50	\$64.04	\$1.46	2.3%	Sparks	\$64.22	\$60.61	\$3.61	6.0%
\$85.24	\$82.28	\$2.95	3.6%	Total Average Daily Rate	\$81.60	\$81.75	-\$0.15	-0.2%

<u>Tax District</u>	<u>Location</u>
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