

# RENO-SPARKS CONVENTION & VISITORS AUTHORITY

**August 2010**

## Room Statistics

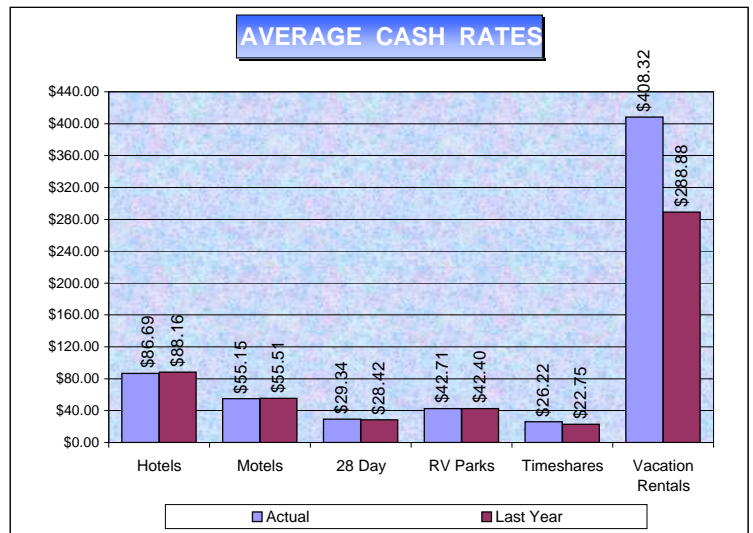
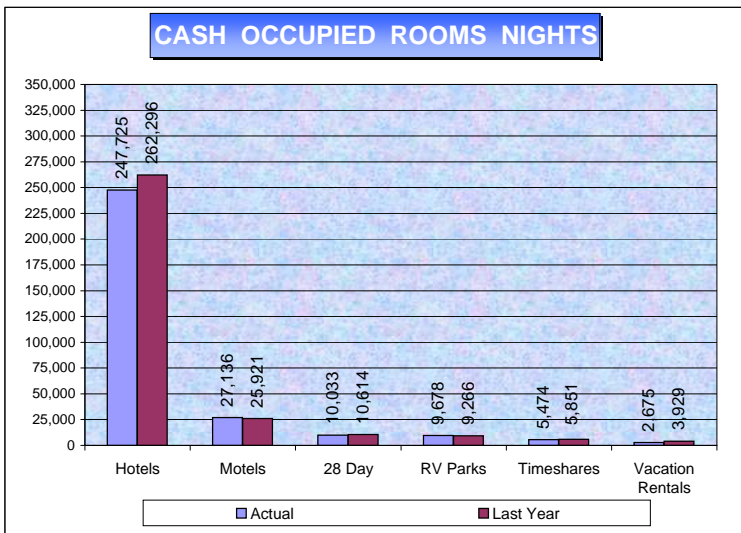
Taxable room revenues for the month total \$24,913,999 and are below prior year by \$1,611,476 (-6.1%). Cash occupied room nights of 302,721 are below prior year by 15,156 (-4.8%). Comp occupied room nights of 85,440 are above prior year by 3,046 (3.7%), and 28-Day occupied room nights of 104,385 are below prior year by 5,371 (-4.9%). Total occupied rooms for the month (Cash, Comp, 28-day) of 492,546 are 17,481 (-3.4%) below the prior year.

Overall, Washoe County occupancy percentages of 65.0% for the month are 2.5% below the 66.7% level of the prior year. There were 7,129 (-0.9%) less available rooms for the month.

Overall cash average rates for the month of \$82.30 are down \$1.15 (-1.4%), compared to \$83.45 for the prior year.

Year-to-date cash occupied room nights of 619,731 are 6,684 (1.1%) above prior year. Cash average rates year-to-date of \$81.67 are \$2.98 (3.8%) above prior year. Year-to-date, total taxable room revenues of \$50,610,614 are \$2,370,938 (4.9%) above prior year.

Segments	Available Rooms	Total Occupied Rooms	Percentage of Occupancy		Increase (Decrease)	
			Actual	Last Year	Amount	% Percent
Hotels	470,225	334,571	71.2%	73.5%	(2.3)	-3.1%
Motels	64,798	31,768	49.0%	44.2%	4.8	10.9%
28 Day	129,499	79,089	61.1%	63.5%	(2.4)	-3.8%
RV Parks	54,126	33,100	61.2%	63.0%	(1.8)	-2.9%
Timeshares	20,180	5,474	27.1%	31.3%	(4.2)	-13.4%
Vacation Rentals	18,552	8,544	46.1%	46.2%	(0.1)	-0.2%
<b>Totals</b>	<b>757,380</b>	<b>492,546</b>	<b>65.0%</b>	<b>66.7%</b>	<b>(1.7)</b>	<b>-2.5%</b>



Attached please find the detail statistics for each market segment.

Contact:  
Tim D. Smith  
VP Finance  
tsmith@rscva.com  
775-827-7637

# Reno-Sparks Convention and Visitors Authority

## Combined Room Statistics

August 2010

Description	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
<b>Taxable Room Revenues</b>	<b>\$24,913,999</b>	<b>\$25,750,313</b>	<b>(\$836,314)</b>	<b>-3.2%</b>	<b>\$26,525,475</b>	<b>(\$1,611,476)</b>	<b>-6.1%</b>
<b>Occupied Rooms - Cash</b>	<b>302,721</b>	<b>310,506</b>	<b>(7,785)</b>	<b>-2.5%</b>	<b>317,877</b>	<b>(15,156)</b>	<b>-4.8%</b>
<b>Average Rate - Cash</b>	<b>\$82.30</b>	<b>\$82.93</b>	<b>(\$0.63)</b>	<b>-0.8%</b>	<b>\$83.45</b>	<b>(\$1.15)</b>	<b>-1.4%</b>
<b>Occupied Rooms</b>							
Cash	302,721	310,506	(7,785)	-2.5%	317,877	(15,156)	-4.8%
Comp	85,440	84,029	1,411	1.7%	82,394	3,046	3.7%
28 Day	104,385	109,756	(5,371)	-4.9%	109,756	(5,371)	-4.9%
<b>Total Occupied Rooms</b>	<b>492,546</b>	<b>504,291</b>	<b>(11,745)</b>	<b>-2.3%</b>	<b>510,027</b>	<b>(17,481)</b>	<b>-3.4%</b>
<b>Percentage of Occupancy</b>							
Cash	40.0%	39.8%	0.2	0.5%	41.6%	(1.6)	-3.8%
Comp	11.3%	10.8%	0.5	4.6%	10.8%	0.5	4.6%
28 Day	13.8%	14.1%	(0.3)	-2.1%	14.4%	(0.6)	-4.2%
<b>Total Percentage of Occupancy</b>	<b>65.0%</b>	<b>64.7%</b>	<b>0.3</b>	<b>0.5%</b>	<b>66.7%</b>	<b>(1.7)</b>	<b>-2.5%</b>
<b>Market Segments</b>							
<b>Occupied Rooms - Cash</b>							
Hotels	247,725	255,481	(7,756)	-3.0%	262,296	(14,571)	-5.6%
Motels	27,136	25,662	1,474	5.7%	25,921	1,215	4.7%
28 Day Motels	10,033	10,508	(475)	-4.5%	10,614	(581)	-5.5%
R.V. Parks	9,678	9,173	505	5.5%	9,266	412	4.4%
Vacation Rentals	2,675	3,890	(1,215)	-31.2%	3,929	(1,254)	-31.9%
Timehares	5,474	5,792	(318)	-5.5%	5,851	(377)	-6.4%
<b>Total Occupied - Cash</b>	<b>302,721</b>	<b>310,506</b>	<b>(7,785)</b>	<b>-2.5%</b>	<b>317,877</b>	<b>(15,156)</b>	<b>-4.8%</b>
<b>Percentage of Occupancy - Cash</b>							
Hotels	52.7%	52.9%	(0.2)	-0.4%	55.8%	(3.1)	-5.6%
Motels	41.9%	37.9%	4.0	10.6%	38.6%	3.3	8.5%
28 Day Motels	7.7%	7.6%	0.1	1.3%	7.8%	(0.1)	-1.3%
R.V. Parks	17.9%	16.9%	1.0	5.9%	17.2%	0.7	4.1%
Vacation Rentals	14.4%	20.0%	(5.6)	-28.0%	19.9%	(5.5)	-27.6%
Timeshares	27.1%	33.4%	(6.3)	-18.9%	31.3%	(4.2)	-13.4%
<b>Total Occupancy Percentage - Cash</b>	<b>40.0%</b>	<b>39.8%</b>	<b>0.2</b>	<b>0.5%</b>	<b>41.6%</b>	<b>(1.6)</b>	<b>-3.8%</b>
<b>Average Rates - Cash</b>							
Hotels	\$86.69	\$87.68	(\$0.99)	-1.1%	\$88.16	(\$1.47)	-1.7%
Motels	\$55.15	\$55.23	(\$0.08)	-0.1%	\$55.51	(\$0.36)	-0.6%
28 Day Motels	\$29.34	\$28.28	\$1.06	3.7%	\$28.42	\$0.92	3.2%
R.V. Parks	\$42.71	\$42.19	\$0.52	1.2%	\$42.40	\$0.31	0.7%
Vacation Rentals	\$408.32	\$287.40	\$120.92	42.1%	\$288.88	\$119.44	41.3%
Timeshares	\$26.22	\$22.64	\$3.58	15.8%	\$22.75	\$3.47	15.3%
<b>Total Cash Average Rate</b>	<b>\$82.30</b>	<b>\$82.93</b>	<b>(\$0.63)</b>	<b>-0.8%</b>	<b>\$83.45</b>	<b>(\$1.15)</b>	<b>-1.4%</b>

**Reno-Sparks Convention and Visitors Authority**  
**Combined Room Statistics**  
**August 2010**

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
<b>Occupied Rooms</b>							
Cash	302,721	310,506	(7,785)	-2.5%	317,877	(15,156)	-4.8%
Comp	85,440	84,029	1,411	1.7%	82,394	3,046	3.7%
28 Day	104,385	109,756	(5,371)	-4.9%	109,756	(5,371)	-4.9%
<b>Total Occupied Rooms</b>	<b>492,546</b>	<b>504,291</b>	<b>(11,745)</b>	<b>-2.3%</b>	<b>510,027</b>	<b>(17,481)</b>	<b>-3.4%</b>
Vacant	264,834	275,545	(10,711)	-3.9%	254,482	10,352	4.1%
Total Available Rooms	757,380	779,836	(22,456)	-2.9%	764,509	(7,129)	-0.9%
<b>Percentage of Occupancy</b>							
Cash	40.0%	39.8%	0.2	0.5%	41.6%	(1.6)	-3.8%
Comp	11.3%	10.8%	0.5	4.6%	10.8%	0.5	4.6%
28 Day	13.8%	14.1%	(0.3)	-2.1%	14.4%	(0.6)	-4.2%
<b>Total Occupancy Percentage</b>	<b>65.0%</b>	<b>64.7%</b>	<b>0.3</b>	<b>0.5%</b>	<b>66.7%</b>	<b>(1.7)</b>	<b>-2.5%</b>
Vacant	35.0%	35.3%	(0.3)	-0.8%	33.3%	1.7	5.1%
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>\$24,913,999</b>	<b>\$25,750,313</b>	<b>(\$836,314)</b>	<b>-3.2%</b>	<b>\$26,525,475</b>	<b>(\$1,611,476)</b>	<b>-6.1%</b>
Comp	\$5,773,736	\$5,817,243	(\$43,507)	-0.7%	\$5,703,794	\$69,942	1.2%
28 Day	\$2,002,367	\$2,092,531	(\$90,164)	-4.3%	\$2,092,531	(\$90,164)	-4.3%
Total Revenue	\$32,690,102	\$33,660,087	(\$969,985)	-2.9%	\$34,321,800	(\$1,631,698)	-4.8%
<b>Average Rates</b>							
<b>Cash</b>	<b>\$82.30</b>	<b>\$82.93</b>	<b>(\$0.63)</b>	<b>-0.8%</b>	<b>\$83.45</b>	<b>(\$1.15)</b>	<b>-1.4%</b>
Comp	\$67.58	\$69.23	(\$1.65)	-2.4%	\$69.23	(\$1.65)	-2.4%
28 Day	\$19.18	\$19.07	\$0.11	0.6%	\$19.07	\$0.11	0.6%

## Reno-Sparks Convention and Visitors Authority

### Hotel Statistics

August 2010

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
<b>Occupied Rooms</b>							
Cash	247,725	255,481	(7,756)	-3.0%	262,296	(14,571)	-5.6%
Comp	85,060	83,367	1,693	2.0%	81,732	3,328	4.1%
28 Day	1,786	1,457	329	22.6%	1,457	329	22.6%
<b>Total Occupied Rooms</b>	<b>334,571</b>	<b>340,305</b>	<b>(5,734)</b>	<b>-1.7%</b>	<b>345,485</b>	<b>(10,914)</b>	<b>-3.2%</b>
Vacant	135,654	142,396	(6,742)	-4.7%	124,249	11,405	9.2%
Total Available Rooms	470,225	482,701	(12,476)	-2.6%	469,734	491	0.1%
<b>Percentage of Occupancy</b>							
Cash	52.7%	52.9%	(0.2)	-0.4%	55.8%	(3.1)	-5.6%
Comp	18.1%	17.3%	0.8	4.6%	17.4%	0.7	4.0%
28 Day	0.4%	0.3%	0.1	33.3%	0.3%	0.1	33.3%
<b>Total Occupancy Percentage</b>	<b>71.2%</b>	<b>70.5%</b>	<b>0.7</b>	<b>1.0%</b>	<b>73.5%</b>	<b>(2.3)</b>	<b>-3.1%</b>
Vacant	28.8%	29.5%	(0.7)	-2.4%	26.5%	2.3	8.7%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
<b>Revenue</b>							
<b>Cash - Taxable</b>	<b>\$21,474,056</b>	<b>\$22,399,735</b>	<b>(\$925,679)</b>	<b>-4.1%</b>	<b>\$23,123,873</b>	<b>(\$1,649,817)</b>	<b>-7.1%</b>
Comp	\$5,757,427	\$5,785,909	(\$28,482)	-0.5%	\$5,672,460	\$84,967	1.5%
28 Day	\$96,301	\$92,169	\$4,132	4.5%	\$92,169	\$4,132	4.5%
Total Revenue	\$27,327,784	\$28,277,813	(\$950,029)	-3.4%	\$28,888,502	(\$1,560,718)	-5.4%
<b>Average Rates</b>							
Cash	\$86.69	\$87.68	(\$0.99)	-1.1%	\$88.16	(\$1.47)	-1.7%
Comp	\$67.69	\$69.40	(\$1.71)	-2.5%	\$69.40	(\$1.71)	-2.5%
28 Day	\$53.92	\$63.26	(\$9.34)	-14.8%	\$63.26	(\$9.34)	-14.8%

## Reno-Sparks Convention and Visitors Authority

### Motel Statistics

August 2010

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
<b>Occupied Rooms</b>							
Cash	27,136	25,662	1,474	5.7%	25,921	1,215	4.7%
Comp	253	418	(165)	-39.5%	418	(165)	-39.5%
28 Day	4,379	3,363	1,016	30.2%	3,363	1,016	30.2%
<b>Total Occupied Rooms</b>	<b>31,768</b>	<b>29,443</b>	<b>2,325</b>	<b>7.9%</b>	<b>29,702</b>	<b>2,066</b>	<b>7.0%</b>
Vacant	33,030	38,261	(5,231)	-13.7%	37,444	(4,414)	-11.8%
Total Available Rooms	64,798	67,704	(2,906)	-4.3%	67,146	(2,348)	-3.5%
<b>Percentage of Occupancy</b>							
Cash	41.9%	37.9%	4.0	10.6%	38.6%	3.3	8.5%
Comp	0.4%	0.6%	(0.2)	-33.3%	0.6%	(0.2)	-33.3%
28 Day	6.8%	5.0%	1.8	36.0%	5.0%	1.8	36.0%
<b>Total Occupancy Percentage</b>	<b>49.0%</b>	<b>43.5%</b>	<b>5.5</b>	<b>12.6%</b>	<b>44.2%</b>	<b>4.8</b>	<b>10.9%</b>
Vacant	51.0%	56.5%	(5.5)	-9.7%	55.8%	(4.8)	-8.6%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
<b>Revenue</b>							
<b>Cash - Taxable</b>	<b>\$1,496,471</b>	<b>\$1,417,317</b>	<b>\$79,154</b>	<b>5.6%</b>	<b>\$1,438,900</b>	<b>\$57,571</b>	<b>4.0%</b>
Comp	\$12,174	\$24,411	(\$12,237)	-50.1%	\$24,411	(\$12,237)	-50.1%
28 Day	\$83,319	\$53,270	\$30,049	56.4%	\$53,270	\$30,049	56.4%
Total Revenue	\$1,591,964	\$1,494,998	\$96,966	6.5%	\$1,516,581	\$75,383	5.0%
<b>Average Rates</b>							
<b>Cash</b>	<b>\$55.15</b>	<b>\$55.23</b>	<b>(\$0.08)</b>	<b>-0.1%</b>	<b>\$55.51</b>	<b>(\$0.36)</b>	<b>-0.6%</b>
Comp	\$48.12	\$58.40	(\$10.28)	-17.6%	\$58.40	(\$10.28)	-17.6%
28 Day	\$19.03	\$15.84	\$3.19	20.1%	\$15.84	\$3.19	20.1%

**Reno-Sparks Convention and Visitors Authority**

**28 Day Motel Statistics**

**August 2010**

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
<b>Occupied Rooms</b>							
Cash	10,033	10,508	(475)	-4.5%	10,614	(581)	-5.5%
Comp	-	2	(2)	-100.0%	2	(2)	-100.0%
28 Day	69,056	75,317	(6,261)	-8.3%	75,317	(6,261)	-8.3%
<b>Total Occupied Rooms</b>	<b>79,089</b>	<b>85,827</b>	<b>(6,738)</b>	<b>-7.9%</b>	<b>85,933</b>	<b>(6,844)</b>	<b>-8.0%</b>
Vacant	50,410	52,619	(2,209)	-4.2%	49,351	1,059	2.1%
Total Available Rooms	129,499	138,446	(8,947)	-6.5%	135,284	(5,785)	-4.3%
<b>Percentage of Occupancy</b>							
Cash	7.7%	7.6%	0.1	1.3%	7.8%	(0.1)	-1.3%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	53.3%	54.4%	(1.1)	-2.0%	55.7%	(2.4)	-4.3%
<b>Total Occupancy Percentage</b>	<b>61.1%</b>	<b>62.0%</b>	<b>(0.9)</b>	<b>-1.5%</b>	<b>63.5%</b>	<b>(2.4)</b>	<b>-3.8%</b>
Vacant	38.9%	38.0%	0.9	2.4%	36.5%	2.4	6.6%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
<b>Revenue</b>							
<b>Cash - Taxable</b>	<b>\$294,373</b>	<b>\$297,120</b>	<b>(\$2,747)</b>	<b>-0.9%</b>	<b>\$301,645</b>	<b>(\$7,272)</b>	<b>-2.4%</b>
Comp	\$0	\$272	(\$272)	-100.0%	\$272	(\$272)	-100.0%
28 Day	\$1,247,239	\$1,375,881	(\$128,642)	-9.3%	\$1,375,881	(\$128,642)	-9.3%
Total Revenue	\$1,541,612	\$1,673,273	(\$131,661)	-7.9%	\$1,677,798	(\$136,186)	-8.1%
<b>Average Rates</b>							
<b>Cash</b>	<b>\$29.34</b>	<b>\$28.28</b>	<b>\$1.06</b>	<b>3.7%</b>	<b>\$28.42</b>	<b>\$0.92</b>	<b>3.2%</b>
Comp	\$0.00	\$136.00	(\$136.00)	-100.0%	\$136.00	(\$136.00)	-100.0%
28 Day	\$18.06	\$18.27	(\$0.21)	-1.1%	\$18.27	(\$0.21)	-1.1%

## Reno-Sparks Convention and Visitors Authority

### RV Park Statistics

August 2010

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
<b>Occupied Rooms</b>							
Cash	9,678	9,173	505	5.5%	9,266	412	4.4%
Comp	127	242	(115)	-47.5%	242	(115)	-47.5%
28 Day	23,295	24,420	(1,125)	-4.6%	24,420	(1,125)	-4.6%
<b>Total Occupied Rooms</b>	<b>33,100</b>	<b>33,835</b>	<b>(735)</b>	<b>-2.2%</b>	<b>33,928</b>	<b>(828)</b>	<b>-2.4%</b>
Vacant	21,026	20,322	704	3.5%	19,950	1,076	5.4%
Total Available Rooms	54,126	54,157	(31)	-0.1%	53,878	248	0.5%
<b>Percentage of Occupancy</b>							
Cash	17.9%	16.9%	1.0	5.9%	17.2%	0.7	4.1%
Comp	0.2%	0.4%	(0.2)	-50.0%	0.4%	(0.2)	-50.0%
28 Day	43.0%	45.1%	(2.1)	-4.7%	45.3%	(2.3)	-5.1%
<b>Total Occupancy Percentage</b>	<b>61.2%</b>	<b>62.5%</b>	<b>(1.3)</b>	<b>-2.1%</b>	<b>63.0%</b>	<b>(1.8)</b>	<b>-2.9%</b>
Vacant	38.8%	37.5%	1.3	3.5%	37.0%	1.8	4.9%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
<b>Revenue</b>							
<b>Cash - Taxable</b>	<b>\$413,340</b>	<b>\$387,030</b>	<b>\$26,310</b>	<b>6.8%</b>	<b>\$392,924</b>	<b>\$20,416</b>	<b>5.2%</b>
Comp	\$4,135	\$6,651	(\$2,516)	-37.8%	\$6,651	(\$2,516)	-37.8%
28 Day	\$292,069	\$316,735	(\$24,666)	-7.8%	\$316,735	(\$24,666)	-7.8%
Total Revenue	\$709,544	\$710,416	(\$872)	-0.1%	\$716,310	(\$6,766)	-0.9%
<b>Average Rates</b>							
Cash	\$42.71	\$42.19	\$0.52	1.2%	\$42.40	\$0.31	0.7%
Comp	\$32.56	\$27.48	\$5.08	18.5%	\$27.48	\$5.08	18.5%
28 Day	\$12.54	\$12.97	(\$0.43)	-3.3%	\$12.97	(\$0.43)	-3.3%

## Reno-Sparks Convention and Visitors Authority

### Vacation Rental Statistics

**August 2010**

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
<b>Occupied Rooms</b>							
Cash	2,675	3,890	(1,215)	-31.2%	3,929	(1,254)	-31.9%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	5,869	5,199	670	12.9%	5,199	670	12.9%
<b>Total Occupied Rooms</b>	<b>8,544</b>	<b>9,089</b>	<b>(545)</b>	<b>-6.0%</b>	<b>9,128</b>	<b>(584)</b>	<b>-6.4%</b>
Vacant	10,008	10,379	(371)	-3.6%	10,619	(611)	-5.8%
Total Available Rooms	18,552	19,468	(916)	-4.7%	19,747	(1,195)	-6.1%
<b>Percentage of Occupancy</b>							
Cash	14.4%	20.0%	(5.6)	-28.0%	19.9%	(5.5)	-27.6%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	31.6%	26.7%	4.9	18.4%	26.3%	5.3	20.2%
<b>Total Occupancy Percentage</b>	<b>46.1%</b>	<b>46.7%</b>	<b>(0.6)</b>	<b>-1.3%</b>	<b>46.2%</b>	<b>(0.1)</b>	<b>-0.2%</b>
Vacant	53.9%	53.3%	0.6	1.1%	53.8%	0.1	0.2%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
<b>Revenue</b>							
<b>Cash - Taxable</b>	<b>\$1,092,245</b>	<b>\$1,117,974</b>	<b>(\$25,729)</b>	<b>-2.3%</b>	<b>\$1,134,999</b>	<b>(\$42,754)</b>	<b>-3.8%</b>
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$283,439	\$254,476	\$28,963	11.4%	\$254,476	\$28,963	11.4%
Total Revenue	\$1,375,684	\$1,372,450	\$3,234	0.2%	\$1,389,475	(\$13,791)	-1.0%
<b>Average Rates</b>							
<b>Cash</b>	<b>\$408.32</b>	<b>\$287.40</b>	<b>\$120.92</b>	<b>42.1%</b>	<b>\$288.88</b>	<b>\$119.44</b>	<b>41.3%</b>
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$48.29	\$48.95	(\$0.66)	-1.3%	\$48.95	(\$0.66)	-1.3%

**Reno-Sparks Convention and Visitors Authority**

**Timeshare Statistics**

**August 2010**

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
<b>Occupied Rooms</b>							
Cash	5,474	5,792	(318)	-5.5%	5,851	(377)	-6.4%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	-	-	-	0.0%	-	-	0.0%
<b>Total Occupied Rooms</b>	<b>5,474</b>	<b>5,792</b>	<b>(318)</b>	<b>-5.5%</b>	<b>5,851</b>	<b>(377)</b>	<b>-6.4%</b>
Vacant	14,706	11,568	3,138	27.1%	12,869	1,837	14.3%
Total Available Rooms	20,180	17,360	2,820	16.2%	18,720	1,460	7.8%
<b>Percentage of Occupancy</b>							
Cash	27.1%	33.4%	(6.3)	-18.9%	31.3%	(4.2)	-13.4%
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>27.1%</b>	<b>33.4%</b>	<b>(6.3)</b>	<b>-18.9%</b>	<b>31.3%</b>	<b>(4.2)</b>	<b>-13.4%</b>
Vacant	72.9%	66.6%	6.3	9.5%	68.7%	4.2	6.1%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
<b>Revenue</b>							
<b>Cash - Taxable</b>	<b>\$143,514</b>	<b>\$131,137</b>	<b>\$12,377</b>	<b>9.4%</b>	<b>\$133,134</b>	<b>\$10,380</b>	<b>7.8%</b>
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
Total Revenue	\$143,514	\$131,137	\$12,377	9.4%	\$133,134	\$10,380	7.8%
<b>Average Rates</b>							
<b>Cash</b>	<b>\$26.22</b>	<b>\$22.64</b>	<b>\$3.58</b>	<b>15.8%</b>	<b>\$22.75</b>	<b>\$3.47</b>	<b>15.3%</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

## Combined Room Statistics - Year To Date

**August 2010**

Description	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
<b>Taxable Room Revenues</b>	<b>\$50,610,514</b>	<b>\$48,889,831</b>	<b>\$1,720,683</b>	<b>3.5%</b>	<b>\$48,239,576</b>	<b>\$2,370,938</b>	<b>4.9%</b>
<b>Occupied Rooms - Cash</b>	<b>619,731</b>	<b>622,182</b>	<b>(2,451)</b>	<b>-0.4%</b>	<b>613,047</b>	<b>6,684</b>	<b>1.1%</b>
<b>Average Rate - Cash</b>	<b>\$81.67</b>	<b>\$78.58</b>	<b>\$3.09</b>	<b>3.9%</b>	<b>\$78.69</b>	<b>\$2.98</b>	<b>3.8%</b>
<b>Occupied Rooms</b>							
Cash	619,731	622,182	(2,451)	-0.4%	613,047	6,684	1.1%
Comp	171,451	162,867	8,584	5.3%	159,701	11,750	7.4%
28 Day	213,131	222,353	(9,222)	-4.1%	222,353	(9,222)	-4.1%
<b>Total Occupied Rooms</b>	<b>1,004,313</b>	<b>1,007,402</b>	<b>(3,089)</b>	<b>-0.3%</b>	<b>995,101</b>	<b>9,212</b>	<b>0.9%</b>
<b>Percentage of Occupancy</b>							
Cash	40.9%	39.9%	1.0	2.5%	40.1%	0.8	2.0%
Comp	11.3%	10.4%	0.9	8.7%	10.4%	0.9	8.7%
28 Day	14.1%	14.2%	(0.1)	-0.7%	14.5%	(0.4)	-2.8%
<b>Total Percentage of Occupancy</b>	<b>66.3%</b>	<b>64.5%</b>	<b>1.8</b>	<b>2.8%</b>	<b>65.1%</b>	<b>1.2</b>	<b>1.8%</b>
<b>Market Segments</b>							
<b>Occupied Rooms - Cash</b>							
Hotels	509,400	515,386	(5,986)	-1.2%	505,173	4,227	0.8%
Motels	54,165	49,424	4,741	9.6%	49,923	4,242	8.5%
28 Day Motels	20,407	21,524	(1,117)	-5.2%	21,741	(1,334)	-6.1%
R.V. Parks	17,326	16,396	930	5.7%	16,562	764	4.6%
Vacation Rentals	7,052	7,787	(735)	-9.4%	7,865	(813)	-10.3%
Timeshares	11,381	11,665	(284)	-2.4%	11,783	(402)	-3.4%
<b>Total Occupied - Cash</b>	<b>619,731</b>	<b>622,182</b>	<b>(2,451)</b>	<b>-0.4%</b>	<b>613,047</b>	<b>6,684</b>	<b>1.1%</b>
<b>Percentage of Occupancy - Cash</b>							
Hotels	54.1%	53.4%	0.7	1.3%	53.8%	0.3	0.6%
Motels	41.7%	36.5%	5.2	14.2%	37.2%	4.5	12.1%
28 Day Motels	7.8%	7.7%	0.1	1.3%	8.0%	(0.2)	-2.5%
R.V. Parks	16.0%	15.1%	0.9	6.0%	15.4%	0.6	3.9%
Vacation Rentals	19.1%	20.0%	(0.9)	-4.5%	19.9%	(0.8)	-4.0%
Timeshares	31.0%	33.6%	(2.6)	-7.7%	31.4%	(0.4)	-1.3%
<b>Total Occupancy Percentage - Cash</b>	<b>40.9%</b>	<b>39.9%</b>	<b>1.0</b>	<b>2.5%</b>	<b>40.1%</b>	<b>0.8</b>	<b>2.0%</b>
<b>Average Rates - Cash</b>							
Hotels	\$86.46	\$83.06	\$3.40	4.1%	\$83.26	\$3.20	3.8%
Motels	\$52.39	\$52.15	\$0.24	0.5%	\$52.42	(\$0.03)	-0.1%
28 Day Motels	\$28.52	\$28.46	\$0.06	0.2%	\$28.61	(\$0.09)	-0.3%
R.V. Parks	\$39.56	\$38.33	\$1.23	3.2%	\$38.52	\$1.04	2.7%
Vacation Rental	\$304.96	\$256.64	\$48.32	18.8%	\$257.96	\$47.00	18.2%
Timeshares	\$27.46	\$22.85	\$4.61	20.2%	\$22.97	\$4.49	19.5%
<b>Total Cash Average Rate</b>	<b>\$81.67</b>	<b>\$78.58</b>	<b>\$3.09</b>	<b>3.9%</b>	<b>\$78.69</b>	<b>\$2.98</b>	<b>3.8%</b>

**Reno-Sparks Convention and Visitors Authority**  
**Combined Room Statistics - Year To Date**  
**August 2010**

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
<b>Occupied Rooms</b>							
Cash	619,731	622,182	(2,451)	-0.4%	613,047	6,684	1.1%
Comp	171,451	162,867	8,584	5.3%	159,701	11,750	7.4%
28 Day	213,131	222,353	(9,222)	-4.1%	222,353	(9,222)	-4.1%
<b>Total Occupied Rooms</b>	<b>1,004,313</b>	<b>1,007,402</b>	<b>(3,089)</b>	<b>-0.3%</b>	<b>995,101</b>	<b>9,212</b>	<b>0.9%</b>
Vacant	510,427	553,603	(43,176)	-7.8%	534,017	(23,590)	-4.4%
Total Available Rooms	1,514,740	1,561,005	(46,265)	-3.0%	1,529,118	(14,378)	-0.9%
<b>Percentage of Occupancy</b>							
Cash	40.9%	39.9%	1.0	2.5%	40.1%	0.8	2.0%
Comp	11.3%	10.4%	0.9	8.7%	10.4%	0.9	8.7%
28 Day	14.1%	14.2%	(0.1)	-0.7%	14.5%	(0.4)	-2.8%
<b>Total Occupancy Percentage</b>	<b>66.3%</b>	<b>64.5%</b>	<b>1.8</b>	<b>2.8%</b>	<b>65.1%</b>	<b>1.2</b>	<b>1.8%</b>
Vacant	33.7%	35.5%	(1.8)	-5.1%	34.9%	(1.2)	-3.4%
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>\$50,610,514</b>	<b>\$48,889,831</b>	<b>\$1,720,683</b>	<b>3.5%</b>	<b>\$48,239,576</b>	<b>\$2,370,938</b>	<b>4.9%</b>
Comp	\$11,260,792	\$11,606,032	(\$345,240)	-3.0%	\$11,379,686	(\$118,894)	-1.0%
28 Day	\$4,130,626	\$4,450,554	(\$319,928)	-7.2%	\$4,474,745	(\$344,119)	-7.7%
Total Revenue	\$66,001,932	\$64,946,417	\$1,055,515	1.6%	\$64,094,007	\$1,907,925	3.0%
<b>Average Rates</b>							
<b>Cash</b>	<b>\$81.67</b>	<b>\$78.58</b>	<b>\$3.09</b>	<b>3.9%</b>	<b>\$78.69</b>	<b>\$2.98</b>	<b>3.8%</b>
Comp	\$65.68	\$71.26	(\$5.58)	-7.8%	\$71.26	(\$5.58)	-7.8%
28 Day	\$19.38	\$20.02	(\$0.64)	-3.2%	\$20.12	(\$0.74)	-3.7%

## Reno-Sparks Convention and Visitors Authority

### Hotel Statistics - Year To Date

**August 2010**

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
<b>Occupied Rooms</b>							
Cash	509,400	515,386	(5,986)	-1.2%	505,173	4,227	0.8%
Comp	170,612	161,430	9,182	5.7%	158,264	12,348	7.8%
28 Day	3,639	3,423	216	6.3%	3,423	216	6.3%
<b>Total Occupied Rooms</b>	<b>683,651</b>	<b>680,239</b>	<b>3,412</b>	<b>0.5%</b>	<b>666,860</b>	<b>16,791</b>	<b>2.5%</b>
Vacant	258,034	285,163	(27,129)	-9.5%	272,587	(14,553)	-5.3%
Total Available Rooms	941,685	965,402	(23,717)	-2.5%	939,447	2,238	0.2%
<b>Percentage of Occupancy</b>							
Cash	54.1%	53.4%	0.7	1.3%	53.8%	0.3	0.6%
Comp	18.1%	16.7%	1.4	8.4%	16.8%	1.3	7.7%
28 Day	0.4%	0.4%	-	0.0%	0.4%	-	0.0%
<b>Total Occupancy Percentage</b>	<b>72.6%</b>	<b>70.5%</b>	<b>2.1</b>	<b>3.0%</b>	<b>71.0%</b>	<b>1.6</b>	<b>2.3%</b>
Vacant	27.4%	29.5%	(2.1)	-7.1%	29.0%	(1.6)	-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>\$44,042,266</b>	<b>\$42,806,080</b>	<b>\$1,236,186</b>	<b>2.9%</b>	<b>\$42,063,178</b>	<b>\$1,979,088</b>	<b>4.7%</b>
Comp	\$11,226,567	\$11,543,677	(\$317,110)	-2.7%	\$11,317,331	(\$90,764)	-0.8%
28 Day	\$185,492	\$207,624	(\$22,132)	-10.7%	\$207,624	(\$22,132)	-10.7%
Total Revenue	\$55,454,325	\$54,557,381	\$896,944	1.6%	\$53,588,133	\$1,866,192	3.5%
<b>Average Rates</b>							
<b>Cash</b>	<b>\$86.46</b>	<b>\$83.06</b>	<b>\$3.40</b>	<b>4.1%</b>	<b>\$83.26</b>	<b>\$3.20</b>	<b>3.8%</b>
Comp	\$65.80	\$71.51	(\$5.71)	-8.0%	\$71.51	(\$5.71)	-8.0%
28 Day	\$50.97	\$60.66	(\$9.69)	-16.0%	\$60.66	(\$9.69)	-16.0%

## Reno-Sparks Convention and Visitors Authority

### Motel Statistics - Year To Date

**August 2010**

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
<b>Occupied Rooms</b>							
Cash	54,165	49,424	4,741	9.6%	49,923	4,242	8.5%
Comp	586	1,022	(436)	-42.7%	1,022	(436)	-42.7%
28 Day	8,466	6,653	1,813	27.3%	6,653	1,813	27.3%
<b>Total Occupied Rooms</b>	<b>63,217</b>	<b>57,099</b>	<b>6,118</b>	<b>10.7%</b>	<b>57,598</b>	<b>5,619</b>	<b>9.8%</b>
Vacant	66,741	78,309	(11,568)	-14.8%	76,694	(9,953)	-13.0%
Total Available Rooms	129,958	135,408	(5,450)	-4.0%	134,292	(4,334)	-3.2%
<b>Percentage of Occupancy</b>							
Cash	41.7%	36.5%	5.2	14.2%	37.2%	4.5	12.1%
Comp	0.5%	0.8%	(0.3)	-37.5%	0.8%	(0.3)	-37.5%
28 Day	6.5%	4.9%	1.6	32.7%	5.0%	1.5	30.0%
<b>Total Occupancy Percentage</b>	<b>48.6%</b>	<b>42.2%</b>	<b>6.4</b>	<b>15.2%</b>	<b>42.9%</b>	<b>5.7</b>	<b>13.3%</b>
Vacant	51.4%	57.8%	(6.4)	-11.1%	57.1%	(5.7)	-10.0%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
<b>Revenue</b>							
<b>Cash - Taxable</b>	<b>\$2,837,715</b>	<b>\$2,577,678</b>	<b>\$260,037</b>	<b>10.1%</b>	<b>\$2,616,932</b>	<b>\$220,783</b>	<b>8.4%</b>
Comp	\$26,828	\$50,374	(\$23,546)	-46.7%	\$50,374	(\$23,546)	-46.7%
28 Day	\$159,612	\$108,740	\$50,872	46.8%	\$112,442	\$47,170	42.0%
Total Revenue	\$3,024,155	\$2,736,792	\$287,363	10.5%	\$2,779,748	\$244,407	8.8%
<b>Average Rates</b>							
<b>Cash</b>	<b>\$52.39</b>	<b>\$52.15</b>	<b>\$0.24</b>	<b>0.5%</b>	<b>\$52.42</b>	<b>(\$0.03)</b>	<b>-0.1%</b>
Comp	\$45.78	\$49.29	(\$3.51)	-7.1%	\$49.29	(\$3.51)	-7.1%
28 Day	\$18.85	\$16.34	\$2.51	15.4%	\$16.90	\$1.95	11.5%

## Reno-Sparks Convention and Visitors Authority

### 28 Day Motel Statistics - Year To Date

**August 2010**

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)		
			Amount	% Percent		Amount	% Percent	
<b>Occupied Rooms</b>								
Cash	20,407	21,524	(1,117)	-5.2%	21,741	(1,334)	-6.1%	
Comp	31	34	(3)	-8.8%	34	(3)	-8.8%	
28 Day	142,903	152,871	(9,968)	-6.5%	152,871	(9,968)	-6.5%	
<b>Total Occupied Rooms</b>	<b>163,341</b>	<b>174,429</b>	<b>(11,088)</b>	<b>-6.4%</b>	<b>174,646</b>	<b>(11,305)</b>	<b>-6.5%</b>	
Vacant	97,784	103,796	(6,012)	-5.8%	95,922	1,862	1.9%	
Total Available Rooms	261,125	278,225	(17,100)	-6.1%	270,568	(9,443)	-3.5%	
<b>Percentage of Occupancy</b>								
Cash	7.8%	7.7%	0.1	1.3%	8.0%	(0.2)	-2.5%	
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%	
28 Day	54.7%	54.9%	(0.2)	-0.4%	56.5%	(1.8)	-3.2%	
<b>Total Occupancy Percentage</b>	<b>62.6%</b>	<b>62.7%</b>	<b>(0.1)</b>	<b>-0.2%</b>	<b>64.5%</b>	<b>(1.9)</b>	<b>-2.9%</b>	
Vacant	37.4%	37.3%	0.1	0.3%	35.5%	1.9	5.4%	
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%	
<b>Revenue</b>								
<b>Cash - Taxable</b>	<b>\$582,004</b>	<b>\$612,671</b>	<b>(\$30,667)</b>	<b>-5.0%</b>	<b>\$622,001</b>	<b>(\$39,997)</b>	<b>-6.4%</b>	
Comp	\$450	\$1,872	(\$1,422)	-76.0%	\$1,872	(\$1,422)	-76.0%	
28 Day	\$2,623,311	\$2,880,811	(\$257,500)	-8.9%	\$2,901,300	(\$277,989)	-9.6%	
Total Revenue	\$3,205,765	\$3,495,354	(\$289,589)	-8.3%	\$3,525,173	(\$319,408)	-9.1%	
<b>Average Rates</b>								
Cash	\$28.52	\$28.46	\$0.06	0.2%	\$28.61	(\$0.09)	-0.3%	
Comp	\$14.52	\$55.06	(\$40.54)	-73.6%	\$55.06	(\$40.54)	-73.6%	
28 Day	\$18.36	\$18.84	(\$0.48)	-2.5%	\$18.98	(\$0.62)	-3.3%	

## Reno-Sparks Convention and Visitors Authority

### RV Park Statistics - Year To Date

**August 2010**

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
<b>Occupied Rooms</b>							
Cash	17,326	16,396	930	5.7%	16,562	764	4.6%
Comp	222	381	(159)	-41.7%	381	(159)	-41.7%
28 Day	46,681	48,706	(2,025)	-4.2%	48,706	(2,025)	-4.2%
<b>Total Occupied Rooms</b>	<b>64,229</b>	<b>65,483</b>	<b>(1,254)</b>	<b>-1.9%</b>	<b>65,649</b>	<b>(1,420)</b>	<b>-2.2%</b>
Vacant	44,023	42,831	1,192	2.8%	42,107	1,916	4.6%
Total Available Rooms	108,252	108,314	(62)	-0.1%	107,756	496	0.5%
<b>Percentage of Occupancy</b>							
Cash	16.0%	15.1%	0.9	6.0%	15.4%	0.6	3.9%
Comp	0.2%	0.4%	(0.2)	-50.0%	0.4%	(0.2)	-50.0%
28 Day	43.1%	45.0%	(1.9)	-4.2%	45.2%	(2.1)	-4.6%
<b>Total Occupancy Percentage</b>	<b>59.3%</b>	<b>60.5%</b>	<b>(1.2)</b>	<b>-2.0%</b>	<b>60.9%</b>	<b>(1.6)</b>	<b>-2.6%</b>
Vacant	40.7%	39.5%	1.2	3.0%	39.1%	1.6	4.1%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
<b>Revenue</b>							
<b>Cash - Taxable</b>	<b>\$685,435</b>	<b>\$628,395</b>	<b>\$57,040</b>	<b>9.1%</b>	<b>\$637,965</b>	<b>\$47,470</b>	<b>7.4%</b>
Comp	\$6,947	\$10,109	(\$3,162)	-31.3%	\$10,109	(\$3,162)	-31.3%
28 Day	\$604,150	\$641,246	(\$37,096)	-5.8%	\$641,246	(\$37,096)	-5.8%
Total Revenue	\$1,296,532	\$1,279,750	\$16,782	1.3%	\$1,289,320	\$7,212	0.6%
<b>Average Rates</b>							
<b>Cash</b>	<b>\$39.56</b>	<b>\$38.33</b>	<b>\$1.23</b>	<b>3.2%</b>	<b>\$38.52</b>	<b>\$1.04</b>	<b>2.7%</b>
Comp	\$31.29	\$26.53	\$4.76	17.9%	\$26.53	\$4.76	17.9%
28 Day	\$12.94	\$13.17	(\$0.23)	-1.7%	\$13.17	(\$0.23)	-1.7%

## Reno-Sparks Convention and Visitors Authority

### Vacation Rental Statistics - Year To Date

**August 2010**

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
<b>Occupied Rooms</b>							
Cash	7,052	7,787	(735)	-9.4%	7,865	(813)	-10.3%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	11,442	10,700	742	6.9%	10,700	742	6.9%
<b>Total Occupied Rooms</b>	<b>18,494</b>	<b>18,487</b>	<b>7</b>	<b>0.0%</b>	<b>18,565</b>	<b>(71)</b>	<b>-0.4%</b>
Vacant	18,503	20,449	(1,946)	-9.5%	20,929	(2,426)	-11.6%
Total Available Rooms	36,997	38,936	(1,939)	-5.0%	39,494	(2,497)	-6.3%
<b>Percentage of Occupancy</b>							
Cash	19.1%	20.0%	(0.9)	-4.5%	19.9%	(0.8)	-4.0%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	30.9%	27.5%	3.4	12.4%	27.1%	3.8	14.0%
<b>Total Occupancy Percentage</b>	<b>50.0%</b>	<b>47.5%</b>	<b>2.5</b>	<b>5.3%</b>	<b>47.0%</b>	<b>3.0</b>	<b>6.4%</b>
Vacant	50.0%	52.5%	(2.5)	-4.8%	53.0%	(3.0)	-5.7%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
<b>Revenue</b>							
<b>Cash - Taxable</b>	<b>\$2,150,605</b>	<b>\$1,998,432</b>	<b>\$152,173</b>	<b>7.6%</b>	<b>\$2,028,865</b>	<b>\$121,740</b>	<b>6.0%</b>
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$558,061	\$612,133	(\$54,072)	-8.8%	\$612,133	(\$54,072)	-8.8%
Total Revenue	\$2,708,666	\$2,610,565	\$98,101	3.8%	\$2,640,998	\$67,668	2.6%
<b>Average Rates</b>							
<b>Cash</b>	<b>\$304.96</b>	<b>\$256.64</b>	<b>\$48.32</b>	<b>18.8%</b>	<b>\$257.96</b>	<b>\$47.00</b>	<b>18.2%</b>
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$48.77	\$57.21	(\$8.44)	-14.8%	\$57.21	(\$8.44)	-14.8%

**Reno-Sparks Convention and Visitors Authority**

**Timeshare Statistics - Year To Date**

**August 2010**

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
<b>Occupied Rooms</b>							
Cash	11,381	11,665	(284)	-2.4%	11,783	(402)	-3.4%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	-	-	-	0.0%	-	-	0.0%
<b>Total Occupied Rooms</b>	<b>11,381</b>	<b>11,665</b>	<b>(284)</b>	<b>-2.4%</b>	<b>11,783</b>	<b>(402)</b>	<b>-3.4%</b>
Vacant	25,342	23,055	2,287	9.9%	25,778	(436)	-1.7%
Total Available Rooms	36,723	34,720	2,003	5.8%	37,561	(838)	-2.2%
<b>Percentage of Occupancy</b>							
Cash	31.0%	33.6%	(2.6)	-7.7%	31.4%	(0.4)	-1.3%
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>31.0%</b>	<b>33.6%</b>	<b>(2.6)</b>	<b>-7.7%</b>	<b>31.4%</b>	<b>(0.4)</b>	<b>-1.3%</b>
Vacant	69.0%	66.4%	2.6	3.9%	68.6%	0.4	0.6%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
<b>Revenue</b>							
<b>Cash - Taxable</b>	<b>\$312,489</b>	<b>\$266,575</b>	<b>\$45,914</b>	<b>17.2%</b>	<b>\$270,635</b>	<b>\$41,854</b>	<b>15.5%</b>
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
Total Revenue	\$312,489	\$266,575	\$45,914	17.2%	\$270,635	\$41,854	15.5%
<b>Average Rates</b>							
Cash	\$27.46	\$22.85	\$4.61	20.2%	\$22.97	\$4.49	19.5%
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  
Taxable Revenue by District  
August 2010**

Current Month Actual August 2010	Last Year Actual August 2009			Tax District	Year To Date Actual August 2010	Last Year - Year To Date Actual August 2009		
	Amount	Increase (Decrease) Amount    % Percent				Amount	Increase (Decrease) Amount    % Percent	
11,525,473	12,340,374	(814,901)	-6.6%	Reno B	23,257,802	21,824,943	1,432,859	6.6%
6,035,330	6,665,996	(630,666)	-9.5%	Reno D	12,525,065	12,268,883	256,182	2.1%
80,352	88,383	(8,031)	-9.1%	Reno E	142,757	162,201	(19,444)	-12.0%
<b>17,641,155</b>	<b>19,094,753</b>	<b>(1,453,598)</b>	<b>-7.6%</b>	<b>Total Reno</b>	<b>35,925,624</b>	<b>34,256,027</b>	<b>1,669,597</b>	<b>4.9%</b>
29,000	28,242	758	2.7%	Washoe A	56,116	53,607	2,509	4.7%
5,015,904	4,880,375	135,529	2.8%	Washoe B	10,260,178	9,495,661	764,517	8.1%
<b>5,044,904</b>	<b>4,908,617</b>	<b>136,287</b>	<b>2.8%</b>	<b>Total Washoe Co.</b>	<b>10,316,294</b>	<b>9,549,268</b>	<b>767,026</b>	<b>8.0%</b>
<b>2,227,940</b>	<b>2,522,105</b>	<b>(294,165)</b>	<b>-11.7%</b>	<b>Sparks</b>	<b>4,368,596</b>	<b>4,434,281</b>	<b>(65,685)</b>	<b>-1.5%</b>
<b>24,913,999</b>	<b>26,525,475</b>	<b>(1,611,476)</b>	<b>-6.1%</b>	<b>Total Taxable Revenue</b>	<b>50,610,514</b>	<b>48,239,576</b>	<b>2,370,938</b>	<b>4.9%</b>