

## RENO-SPARKS CONVENTION & VISITORS AUTHORITY

**September 2011**

### Room Statistics

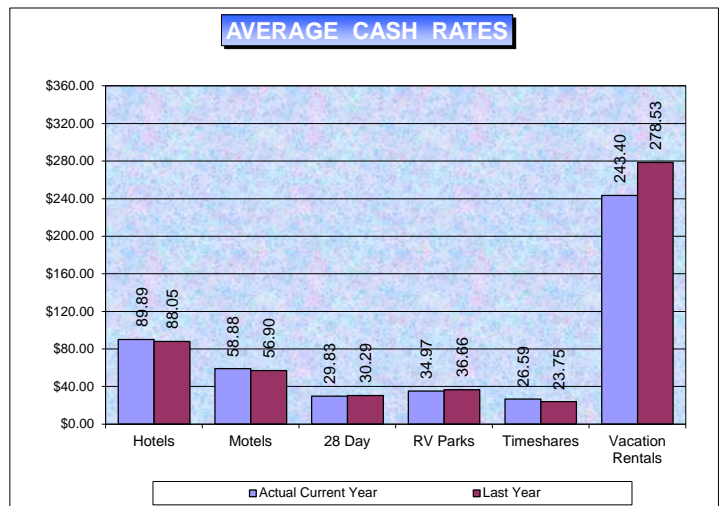
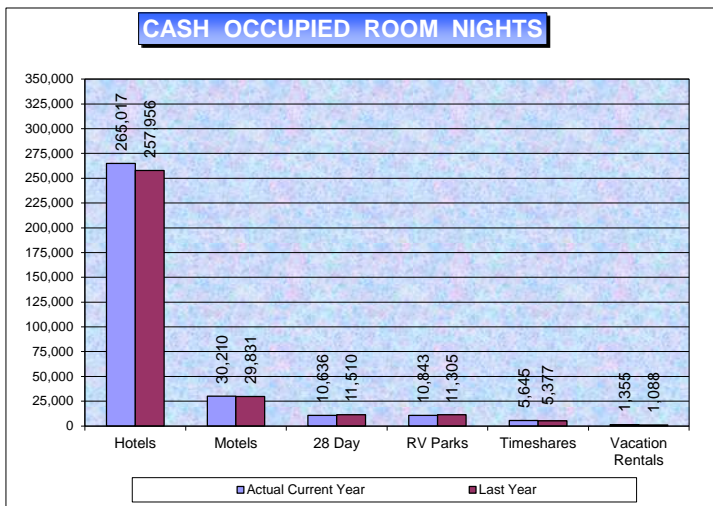
Taxable room revenues for the month total \$26,778,499 and are above prior year by \$1,175,269 (4.6%). Cash occupied room nights of 323,706 are above prior year by 6,639 (2.1%). Comp occupied room nights of 78,594 are below prior year by 5,432 (-6.5%), and 28-day occupied room nights of 103,586 are below prior year by 1,730 (-1.6%). Total occupied rooms for the month (Cash, Comp, 28-day) of 505,886 are 523 (-0.1%) below the prior year.

Overall, Washoe County occupancy percentages of 68.5% for the month are 1.6% above the 67.4% level of the prior year. There were 12,706 (-1.7%) less available rooms for the month compared to the prior year.

Overall cash average rates for the month of \$82.72 are up \$1.97 (2.4%), compared to \$80.75 for the prior year.

Year-to-date cash occupied room nights of 968,837 are 32,642 (3.5%) above prior year. Cash average rates year-to-date of \$81.97 are \$0.56 (0.7%) above prior year. Year-to-date, total taxable room revenues of \$79,418,842 are \$3,202,791 (4.2%) above prior year.

Segments	Available Rooms	Cash Occupied Rooms	Average Cash Rate		Increase (Decrease)	
			Actual	Last Year	Amount	% Percent
Hotels	462,624	265,017	\$89.89	\$88.05	\$1.84	2.1%
Motels	61,800	30,210	\$58.88	\$56.90	\$1.98	3.5%
28 Day	122,290	10,636	\$29.83	\$30.29	(\$0.46)	-1.5%
RV Parks	53,648	10,843	\$34.97	\$36.66	(\$1.69)	-4.6%
Timeshares	16,471	5,645	\$26.59	\$23.75	\$2.84	12.0%
Vacation Rentals	21,507	1,355	\$243.40	\$278.53	(\$35.13)	-12.6%
<b>Totals</b>	<b>738,340</b>	<b>323,706</b>	<b>\$82.72</b>	<b>\$80.75</b>	<b>\$1.97</b>	<b>2.4%</b>



Attached please find the detail statistics for each market segment.

**Reno-Sparks Convention and Visitors Authority**

**Combined Room Statistics**

**September 2011**

Description	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
<b>Taxable Room Revenues</b>	<b>\$26,778,499</b>	<b>\$26,714,397</b>	<b>\$64,102</b>	<b>0.2%</b>	<b>\$25,603,230</b>	<b>\$1,175,269</b>	<b>4.6%</b>
<b>Occupied Rooms - Cash</b>	<b>323,706</b>	<b>328,000</b>	<b>(4,294)</b>	<b>-1.3%</b>	<b>317,067</b>	<b>6,639</b>	<b>2.1%</b>
<b>Average Rate - Cash</b>	<b>\$82.72</b>	<b>\$81.45</b>	<b>\$1.27</b>	<b>1.6%</b>	<b>\$80.75</b>	<b>\$1.97</b>	<b>2.4%</b>
<b>Occupied Rooms</b>							
Cash	323,706	328,000	(4,294)	-1.3%	317,067	6,639	2.1%
Comp	78,594	85,699	(7,105)	-8.3%	84,026	(5,432)	-6.5%
28 Day	103,586	101,859	1,727	1.7%	105,316	(1,730)	-1.6%
<b>Total Occupied Rooms</b>	<b>505,886</b>	<b>515,558</b>	<b>(9,672)</b>	<b>-1.9%</b>	<b>506,409</b>	<b>(523)</b>	<b>-0.1%</b>
<b>Percentage of Occupancy</b>							
Cash	43.8%	43.8%	-	0.0%	42.2%	1.6	3.8%
Comp	10.6%	11.4%	(0.8)	-7.0%	11.2%	(0.6)	-5.4%
28 Day	14.0%	13.6%	0.4	2.9%	14.0%	-	0.0%
<b>Total Percentage of Occupancy</b>	<b>68.5%</b>	<b>68.8%</b>	<b>(0.3)</b>	<b>-0.4%</b>	<b>67.4%</b>	<b>1.1</b>	<b>1.6%</b>
<b>Market Segments</b>							
<b>Occupied Rooms - Cash</b>							
Hotels	265,017	267,223	(2,206)	-0.8%	257,956	7,061	2.7%
Motels	30,210	31,323	(1,113)	-3.6%	29,831	379	1.3%
28 Day Motels	10,636	11,337	(701)	-6.2%	11,510	(874)	-7.6%
R.V. Parks	10,843	11,814	(971)	-8.2%	11,305	(462)	-4.1%
Vacation Rentals	1,355	1,034	321	31.0%	1,088	267	24.5%
Timehares	5,645	5,269	376	7.1%	5,377	268	5.0%
<b>Total Occupied - Cash</b>	<b>323,706</b>	<b>328,000</b>	<b>(4,294)</b>	<b>-1.3%</b>	<b>317,067</b>	<b>6,639</b>	<b>2.1%</b>
<b>Percentage of Occupancy - Cash</b>							
Hotels	57.3%	57.8%	(0.5)	-0.9%	55.1%	2.2	4.0%
Motels	48.9%	48.1%	0.8	1.7%	47.6%	1.3	2.7%
28 Day Motels	8.7%	8.9%	(0.2)	-2.2%	9.2%	(0.5)	-5.4%
R.V. Parks	20.2%	20.6%	(0.4)	-1.9%	19.7%	0.5	2.5%
Vacation Rentals	6.3%	5.4%	0.9	16.7%	5.8%	0.5	8.6%
Timeshares	34.3%	31.4%	2.9	9.2%	28.0%	6.3	22.5%
<b>Total Occupancy Percentage - Cash</b>	<b>43.8%</b>	<b>43.8%</b>	<b>0.0</b>	<b>0.0%</b>	<b>42.2%</b>	<b>1.6</b>	<b>3.8%</b>
<b>Average Rates - Cash</b>							
Hotels	\$89.89	\$88.77	\$1.12	1.3%	\$88.05	\$1.84	2.1%
Motels	\$58.88	\$56.36	\$2.52	4.5%	\$56.90	\$1.98	3.5%
28 Day Motels	\$29.83	\$29.53	\$0.30	1.0%	\$30.29	(\$0.46)	-1.5%
R.V. Parks	\$34.97	\$36.66	(\$1.69)	-4.6%	\$36.66	(\$1.69)	-4.6%
Vacation Rentals	\$243.40	\$307.73	(\$64.33)	-20.9%	\$278.53	(\$35.13)	-12.6%
Timeshares	\$26.59	\$26.66	(\$0.07)	-0.3%	\$23.75	\$2.84	12.0%
<b>Total Cash Average Rate</b>	<b>\$82.72</b>	<b>\$81.45</b>	<b>\$1.27</b>	<b>1.6%</b>	<b>\$80.75</b>	<b>\$1.97</b>	<b>2.4%</b>

**Reno-Sparks Convention and Visitors Authority**

**Combined Room Statistics**

**September 2011**

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
<b>Occupied Rooms</b>							
Cash	323,706	328,000	(4,294)	-1.3%	317,067	6,639	2.1%
Comp	78,594	85,699	(7,105)	-8.3%	84,026	(5,432)	-6.5%
28 Day	103,586	101,859	1,727	1.7%	105,316	(1,730)	-1.6%
<b>Total Occupied Rooms</b>	<b>505,886</b>	<b>515,558</b>	<b>(9,672)</b>	<b>-1.9%</b>	<b>506,409</b>	<b>(523)</b>	<b>-0.1%</b>
Vacant	232,454	233,362	(908)	-0.4%	244,637	(12,183)	-5.0%
Total Available Rooms	738,340	748,920	(10,580)	-1.4%	751,046	(12,706)	-1.7%
<b>Percentage of Occupancy</b>							
Cash	43.8%	43.8%	-	0.0%	42.2%	1.6	3.8%
Comp	10.6%	11.4%	(0.8)	-7.0%	11.2%	(0.6)	-5.4%
28 Day	14.0%	13.6%	0.4	2.9%	14.0%	-	0.0%
<b>Total Occupancy Percentage</b>	<b>68.5%</b>	<b>68.8%</b>	<b>(0.3)</b>	<b>-0.4%</b>	<b>67.4%</b>	<b>1.1</b>	<b>1.6%</b>
Vacant	31.5%	31.2%	0.3	1.0%	32.6%	(1.1)	-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>\$26,778,499</b>	<b>\$26,714,397</b>	<b>\$64,102</b>	<b>0.2%</b>	<b>\$25,603,229</b>	<b>\$1,175,270</b>	<b>4.6%</b>
Comp	\$5,729,889	\$6,375,980	(\$646,091)	-10.1%	\$6,251,263	(\$521,374)	-8.3%
28 Day	\$2,102,908	\$1,964,834	\$138,074	7.0%	\$2,033,722	\$69,186	3.4%
Total Revenue	\$34,611,296	\$35,055,211	(\$443,915)	-1.3%	\$33,888,214	\$723,082	2.1%
<b>Average Rates</b>							
<b>Cash</b>	<b>\$82.72</b>	<b>\$81.45</b>	<b>\$1.27</b>	<b>1.6%</b>	<b>\$80.75</b>	<b>\$1.97</b>	<b>2.4%</b>
Comp	\$72.90	\$74.40	(\$1.50)	-2.0%	\$74.40	(\$1.50)	-2.0%
28 Day	\$20.30	\$19.29	\$1.01	5.2%	\$19.31	\$0.99	5.1%

**Reno-Sparks Convention and Visitors Authority**

**Hotel Statistics**

**September 2011**

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
<b>Occupied Rooms</b>							
Cash	265,017	267,223	(2,206)	-0.8%	257,956	7,061	2.7%
Comp	78,236	85,319	(7,083)	-8.3%	83,646	(5,410)	-6.5%
28 Day	1,563	1,937	(374)	-19.3%	1,937	(374)	-19.3%
<b>Total Occupied Rooms</b>	<b>344,816</b>	<b>354,479</b>	<b>(9,663)</b>	<b>-2.7%</b>	<b>343,539</b>	<b>1,277</b>	<b>0.4%</b>
Vacant	117,808	108,151	9,657	8.9%	124,230	(6,422)	-5.2%
Total Available Rooms	462,624	462,630	(6)	0.0%	467,769	(5,145)	-1.1%
<b>Percentage of Occupancy</b>							
Cash	57.3%	57.8%	(0.5)	-0.9%	55.1%	2.2	4.0%
Comp	16.9%	18.4%	(1.5)	-8.2%	17.9%	(1.0)	-5.6%
28 Day	0.3%	0.4%	(0.1)	-25.0%	0.4%	(0.1)	-25.0%
<b>Total Occupancy Percentage</b>	<b>74.5%</b>	<b>76.6%</b>	<b>(2.1)</b>	<b>-2.7%</b>	<b>73.4%</b>	<b>1.1</b>	<b>1.5%</b>
Vacant	25.5%	23.4%	2.1	9.0%	26.6%	(1.1)	-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>\$23,823,269</b>	<b>\$23,722,517</b>	<b>\$100,752</b>	<b>0.4%</b>	<b>\$22,711,873</b>	<b>\$1,111,396</b>	<b>4.9%</b>
Comp	\$5,712,949	\$6,360,544	(\$647,595)	-10.2%	\$6,235,827	(\$522,878)	-8.4%
28 Day	\$101,931	\$93,937	\$7,994	8.5%	\$93,937	\$7,994	8.5%
Total Revenue	\$29,638,149	\$30,176,998	(\$538,849)	-1.8%	\$29,041,637	\$596,512	2.1%
<b>Average Rates</b>							
<b>Cash</b>	<b>\$89.89</b>	<b>\$88.77</b>	<b>\$1.12</b>	<b>1.3%</b>	<b>\$88.05</b>	<b>\$1.84</b>	<b>2.1%</b>
Comp	\$73.02	\$74.55	(\$1.53)	-2.1%	\$74.55	(\$1.53)	-2.1%
28 Day	\$65.21	\$48.50	\$16.71	34.5%	\$48.50	\$16.71	34.5%

## Reno-Sparks Convention and Visitors Authority

### Motel Statistics

September 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
<b>Occupied Rooms</b>							
Cash	30,210	31,323	(1,113)	-3.6%	29,831	379	1.3%
Comp	211	188	23	12.2%	188	23	12.2%
28 Day	4,871	4,154	717	17.3%	4,154	717	17.3%
<b>Total Occupied Rooms</b>	<b>35,292</b>	<b>35,665</b>	<b>(373)</b>	<b>-1.0%</b>	<b>34,173</b>	<b>1,119</b>	<b>3.3%</b>
Vacant	26,508	29,495	(2,987)	-10.1%	28,517	(2,009)	-7.0%
Total Available Rooms	61,800	65,160	(3,360)	-5.2%	62,690	(890)	-1.4%
<b>Percentage of Occupancy</b>							
Cash	48.9%	48.1%	0.8	1.7%	47.6%	1.3	2.7%
Comp	0.3%	0.3%	-	0.0%	0.3%	-	0.0%
28 Day	7.9%	6.4%	1.5	23.4%	6.6%	1.3	19.7%
<b>Total Occupancy Percentage</b>	<b>57.1%</b>	<b>54.7%</b>	<b>2.4</b>	<b>4.4%</b>	<b>54.5%</b>	<b>2.6</b>	<b>4.8%</b>
Vacant	42.9%	45.3%	(2.4)	-5.3%	45.5%	(2.6)	-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>\$1,778,914</b>	<b>\$1,765,375</b>	<b>\$13,539</b>	<b>0.8%</b>	<b>\$1,697,476</b>	<b>\$81,438</b>	<b>4.8%</b>
Comp	\$12,445	\$10,838	\$1,607	14.8%	\$10,838	\$1,607	14.8%
28 Day	\$120,061	\$78,274	\$41,787	53.4%	\$78,274	\$41,787	53.4%
Total Revenue	\$1,911,420	\$1,854,487	\$56,933	3.1%	\$1,786,588	\$124,832	7.0%
<b>Average Rates</b>							
<b>Cash</b>	<b>\$58.88</b>	<b>\$56.36</b>	<b>\$2.52</b>	<b>4.5%</b>	<b>\$56.90</b>	<b>\$1.98</b>	<b>3.5%</b>
Comp	\$58.98	\$57.65	\$1.33	2.3%	\$57.65	\$1.33	2.3%
28 Day	\$24.65	\$18.84	\$5.81	30.8%	\$18.84	\$5.81	30.8%

**Reno-Sparks Convention and Visitors Authority**

**28 Day Motel Statistics**

**September 2011**

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
<b>Occupied Rooms</b>							
Cash	10,636	11,337	(701)	-6.2%	11,510	(874)	-7.6%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	70,819	65,677	5,142	7.8%	69,134	1,685	2.4%
<b>Total Occupied Rooms</b>	<b>81,455</b>	<b>77,014</b>	<b>4,441</b>	<b>5.8%</b>	<b>80,644</b>	<b>811</b>	<b>1.0%</b>
Vacant	40,835	50,756	(9,921)	-19.5%	44,790	(3,955)	-8.8%
Total Available Rooms	122,290	127,770	(5,480)	-4.3%	125,434	(3,144)	-2.5%
<b>Percentage of Occupancy</b>							
Cash	8.7%	8.9%	(0.2)	-2.2%	9.2%	(0.5)	-5.4%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	57.9%	51.4%	6.5	12.6%	55.1%	2.8	5.1%
<b>Total Occupancy Percentage</b>	<b>66.6%</b>	<b>60.3%</b>	<b>6.3</b>	<b>10.4%</b>	<b>64.3%</b>	<b>2.3</b>	<b>3.6%</b>
Vacant	33.4%	39.7%	(6.3)	-15.9%	35.7%	(2.3)	-6.4%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
<b>Revenue</b>							
<b>Cash - Taxable</b>	<b>\$317,229</b>	<b>\$334,746</b>	<b>(\$17,517)</b>	<b>-5.2%</b>	<b>\$348,694</b>	<b>(\$31,465)</b>	<b>-9.0%</b>
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$1,301,070	\$1,210,077	\$90,993	7.5%	\$1,278,965	\$22,105	1.7%
Total Revenue	\$1,618,299	\$1,544,823	\$73,476	4.8%	\$1,627,659	(\$9,360)	-0.6%
<b>Average Rates</b>							
<b>Cash</b>	<b>\$29.83</b>	<b>\$29.53</b>	<b>\$0.30</b>	<b>1.0%</b>	<b>\$30.29</b>	<b>(\$0.46)</b>	<b>-1.5%</b>
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$18.37	\$18.42	(\$0.05)	-0.3%	\$18.50	(\$0.13)	-0.7%

**Reno-Sparks Convention and Visitors Authority**

**RV Park Statistics**

**September 2011**

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
<b>Occupied Rooms</b>							
Cash	10,843	11,814	(971)	-8.2%	11,305	(462)	-4.1%
Comp	147	192	(45)	-23.4%	192	(45)	-23.4%
28 Day	20,516	22,182	(1,666)	-7.5%	22,182	(1,666)	-7.5%
<b>Total Occupied Rooms</b>	<b>31,506</b>	<b>34,188</b>	<b>(2,682)</b>	<b>-7.8%</b>	<b>33,679</b>	<b>(2,173)</b>	<b>-6.5%</b>
Vacant	22,142	23,202	(1,060)	-4.6%	23,681	(1,539)	-6.5%
Total Available Rooms	53,648	57,390	(3,742)	-6.5%	57,360	(3,712)	-6.5%
<b>Percentage of Occupancy</b>							
Cash	20.2%	20.6%	(0.4)	-1.9%	19.7%	0.5	2.5%
Comp	0.3%	0.3%	-	0.0%	0.3%	-	0.0%
28 Day	38.2%	38.7%	(0.5)	-1.3%	38.7%	(0.5)	-1.3%
<b>Total Occupancy Percentage</b>	<b>58.7%</b>	<b>59.6%</b>	<b>(0.9)</b>	<b>-1.5%</b>	<b>58.7%</b>	<b>-</b>	<b>0.0%</b>
Vacant	41.3%	40.4%	0.9	2.2%	41.3%	-	0.0%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
<b>Revenue</b>							
<b>Cash - Taxable</b>	<b>\$379,193</b>	<b>\$433,076</b>	<b>(\$53,883)</b>	<b>-12.4%</b>	<b>\$414,427</b>	<b>(\$35,234)</b>	<b>-8.5%</b>
Comp	\$4,495	\$4,598	(\$103)	-2.2%	\$4,598	(\$103)	-2.2%
28 Day	\$299,332	\$301,656	(\$2,324)	-0.8%	\$301,656	(\$2,324)	-0.8%
Total Revenue	\$683,020	\$739,330	(\$56,310)	-7.6%	\$720,681	(\$37,661)	-5.2%
<b>Average Rates</b>							
<b>Cash</b>	<b>\$34.97</b>	<b>\$36.66</b>	<b>(\$1.69)</b>	<b>-4.6%</b>	<b>\$36.66</b>	<b>(\$1.69)</b>	<b>-4.6%</b>
Comp	\$30.58	\$23.95	\$6.63	27.7%	\$23.95	\$6.63	27.7%
28 Day	\$14.59	\$13.60	\$0.99	7.3%	\$13.60	\$0.99	7.3%

**Reno-Sparks Convention and Visitors Authority**

**Vacation Rental Statistics**

**September 2011**

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
<b>Occupied Rooms</b>							
Cash	1,355	1,034	321	31.0%	1,088	267	24.5%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	5,817	7,909	(2,092)	-26.5%	7,909	(2,092)	-26.5%
<b>Total Occupied Rooms</b>	<b>7,172</b>	<b>8,943</b>	<b>(1,771)</b>	<b>-19.8%</b>	<b>8,997</b>	<b>(1,825)</b>	<b>-20.3%</b>
Vacant	14,335	10,227	4,108	40.2%	9,611	4,724	49.2%
Total Available Rooms	21,507	19,170	2,337	12.2%	18,608	2,899	15.6%
<b>Percentage of Occupancy</b>							
Cash	6.3%	5.4%	0.9	16.7%	5.8%	0.5	8.6%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	27.0%	41.3%	(14.3)	-34.6%	42.5%	(15.5)	-36.5%
<b>Total Occupancy Percentage</b>	<b>33.3%</b>	<b>46.7%</b>	<b>(13.4)</b>	<b>-28.7%</b>	<b>48.4%</b>	<b>(15.1)</b>	<b>-31.2%</b>
Vacant	66.7%	53.3%	13.4	25.1%	51.6%	15.1	29.3%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
<b>Revenue</b>							
<b>Cash - Taxable</b>	<b>\$329,812</b>	<b>\$318,191</b>	<b>\$11,621</b>	<b>3.7%</b>	<b>\$303,039</b>	<b>\$26,773</b>	<b>8.8%</b>
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$280,514	\$280,890	(\$376)	-0.1%	\$280,890	(\$376)	-0.1%
Total Revenue	\$610,326	\$599,081	\$11,245	1.9%	\$583,929	\$26,397	4.5%
<b>Average Rates</b>							
<b>Cash</b>	<b>\$243.40</b>	<b>\$307.73</b>	<b>(\$64.33)</b>	<b>-20.9%</b>	<b>\$278.53</b>	<b>(\$35.13)</b>	<b>-12.6%</b>
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$48.22	\$35.52	\$12.70	35.8%	\$35.52	\$12.70	35.8%

## Reno-Sparks Convention and Visitors Authority

### Timeshare Statistics

**September 2011**

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
<b>Occupied Rooms</b>							
Cash	5,645	5,269	376	7.1%	5,377	268	5.0%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	-	-	-	0.0%	-	-	0.0%
<b>Total Occupied Rooms</b>	<b>5,645</b>	<b>5,269</b>	<b>376</b>	<b>7.1%</b>	<b>5,377</b>	<b>268</b>	<b>5.0%</b>
Vacant	10,826	11,531	(705)	-6.1%	13,808	(2,982)	-21.6%
Total Available Rooms	16,471	16,800	(329)	-2.0%	19,185	(2,714)	-14.1%
<b>Percentage of Occupancy</b>							
Cash	34.3%	31.4%	2.9	9.2%	28.0%	6.3	22.5%
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>34.3%</b>	<b>31.4%</b>	<b>2.9</b>	<b>9.2%</b>	<b>28.0%</b>	<b>6.3</b>	<b>22.5%</b>
Vacant	65.7%	68.6%	(2.9)	-4.2%	72.0%	(6.3)	-8.8%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
<b>Revenue</b>							
<b>Cash - Taxable</b>	<b>\$150,082</b>	<b>\$140,492</b>	<b>\$9,590</b>	<b>6.8%</b>	<b>\$127,720</b>	<b>\$22,362</b>	<b>17.5%</b>
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
Total Revenue	\$150,082	\$140,492	\$9,590	6.8%	\$127,720	\$22,362	17.5%
<b>Average Rates</b>							
Cash	\$26.59	\$26.66	(\$0.07)	-0.3%	\$23.75	\$2.84	12.0%
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

**September 2011**

Description	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
<b>Taxable Room Revenues</b>	<b>\$79,418,842</b>	<b>\$79,043,310</b>	<b>\$375,532</b>	<b>0.5%</b>	<b>\$76,216,052</b>	<b>\$3,202,791</b>	<b>4.2%</b>
<b>Occupied Rooms - Cash</b>	<b>968,837</b>	<b>962,223</b>	<b>6,614</b>	<b>0.7%</b>	<b>936,195</b>	<b>32,642</b>	<b>3.5%</b>
<b>Average Rate - Cash</b>	<b>\$81.97</b>	<b>\$82.15</b>	<b>(\$0.18)</b>	<b>-0.2%</b>	<b>\$81.41</b>	<b>\$0.56</b>	<b>0.7%</b>
<b>Occupied Rooms</b>							
Cash	968,837	962,223	6,614	0.7%	936,195	32,642	3.5%
Comp	239,636	260,562	(20,926)	-8.0%	255,477	(15,841)	-6.2%
28 Day	318,862	308,415	10,447	3.4%	319,047	(185)	-0.1%
<b>Total Occupied Rooms</b>	<b>1,527,335</b>	<b>1,531,200</b>	<b>(3,865)</b>	<b>-0.3%</b>	<b>1,510,719</b>	<b>16,616</b>	<b>1.1%</b>
<b>Percentage of Occupancy</b>							
Cash	43.3%	42.1%	1.2	2.9%	41.3%	2.0	4.8%
Comp	10.7%	11.4%	(0.7)	-6.1%	11.3%	(0.6)	-5.3%
28 Day	14.2%	13.5%	0.7	5.2%	14.1%	0.1	0.7%
<b>Total Percentage of Occupancy</b>	<b>68.2%</b>	<b>67.0%</b>	<b>1.2</b>	<b>1.8%</b>	<b>66.6%</b>	<b>1.6</b>	<b>2.4%</b>
<b>Market Segments</b>							
<b>Occupied Rooms - Cash</b>							
Hotels	796,278	789,090	7,188	0.9%	767,356	28,922	3.8%
Motels	87,517	88,136	(619)	-0.7%	83,939	3,578	4.3%
28 Day Motels	31,402	31,483	(81)	-0.3%	31,963	(561)	-1.8%
R.V. Parks	27,309	29,920	(2,611)	-8.7%	28,631	(1,322)	-4.6%
Vacation Rentals	8,175	7,171	1,004	14.0%	7,548	627	8.3%
Timeshares	18,156	16,423	1,733	10.6%	16,758	1,398	8.3%
<b>Total Occupied - Cash</b>	<b>968,837</b>	<b>962,223</b>	<b>6,614</b>	<b>0.7%</b>	<b>936,195</b>	<b>32,642</b>	<b>3.5%</b>
<b>Percentage of Occupancy - Cash</b>							
Hotels	57.3%	55.6%	1.7	3.1%	54.4%	2.9	5.3%
Motels	45.8%	44.1%	1.7	3.9%	43.6%	2.2	5.0%
28 Day Motels	8.3%	8.0%	0.3	3.8%	8.2%	0.1	1.2%
R.V. Parks	16.9%	18.1%	(1.2)	-6.6%	17.3%	(0.4)	-2.3%
Vacation Rentals	12.3%	12.2%	0.1	0.8%	13.6%	(1.3)	-9.6%
Timeshares	35.5%	31.9%	3.6	11.3%	30.0%	5.5	18.3%
<b>Total Occupancy Percentage - Cash</b>	<b>43.3%</b>	<b>42.1%</b>	<b>1.2</b>	<b>2.9%</b>	<b>41.3%</b>	<b>2.0</b>	<b>4.8%</b>
<b>Average Rates - Cash</b>							
Hotels	\$87.82	\$87.72	\$0.10	0.1%	\$86.99	\$0.83	1.0%
Motels	\$54.36	\$53.52	\$0.84	1.6%	\$54.03	\$0.33	0.6%
28 Day Motels	\$26.67	\$28.45	(\$1.78)	-6.3%	\$29.19	(\$2.52)	-8.6%
R.V. Parks	\$36.09	\$38.41	(\$2.32)	-6.0%	\$38.42	(\$2.33)	-6.1%
Vacation Rental	\$285.75	\$359.27	(\$73.52)	-20.5%	\$325.07	(\$39.32)	-12.1%
Timeshares	\$31.65	\$29.48	\$2.17	7.4%	\$26.27	\$5.38	20.5%
<b>Total Cash Average Rate</b>	<b>\$81.97</b>	<b>\$82.15</b>	<b>(\$0.18)</b>	<b>-0.2%</b>	<b>\$81.41</b>	<b>\$0.56</b>	<b>0.7%</b>

**Reno-Sparks Convention and Visitors Authority**

**Combined Room Statistics - Year To Date**

**September 2011**

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
<b>Occupied Rooms</b>							
Cash	968,837	962,223	6,614	0.7%	936,195	32,642	3.5%
Comp	239,636	260,562	(20,926)	-8.0%	255,477	(15,841)	-6.2%
28 Day	318,862	308,415	10,447	3.4%	319,047	(185)	-0.1%
<b>Total Occupied Rooms</b>	<b>1,527,335</b>	<b>1,531,200</b>	<b>(3,865)</b>	<b>-0.3%</b>	<b>1,510,719</b>	<b>16,616</b>	<b>1.1%</b>
Vacant	711,646	755,227	(43,581)	-5.8%	757,392	(45,746)	-6.0%
Total Available Rooms	2,238,981	2,286,427	(47,446)	-2.1%	2,268,111	(29,130)	-1.3%
<b>Percentage of Occupancy</b>							
Cash	43.3%	42.1%	1.2	2.9%	41.3%	2.0	4.8%
Comp	10.7%	11.4%	(0.7)	-6.1%	11.3%	(0.6)	-5.3%
28 Day	14.2%	13.5%	0.7	5.2%	14.1%	0.1	0.7%
<b>Total Occupancy Percentage</b>	<b>68.2%</b>	<b>67.0%</b>	<b>1.2</b>	<b>1.8%</b>	<b>66.6%</b>	<b>1.6</b>	<b>2.4%</b>
Vacant	31.8%	33.0%	(1.2)	-3.6%	33.4%	(1.6)	-4.8%
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>\$79,418,843</b>	<b>\$79,043,310</b>	<b>\$375,533</b>	<b>0.5%</b>	<b>\$76,216,051</b>	<b>\$3,202,792</b>	<b>4.2%</b>
Comp	\$16,568,228	\$17,861,303	(\$1,293,075)	-7.2%	\$17,512,055	(\$943,827)	-5.4%
28 Day	\$6,215,045	\$5,958,985	\$256,060	4.3%	\$6,174,350	\$40,695	0.7%
Total Revenue	\$102,202,116	\$102,863,598	(\$661,482)	-0.6%	\$99,902,456	\$2,299,660	2.3%
<b>Average Rates</b>							
<b>Cash</b>	<b>\$81.97</b>	<b>\$82.15</b>	<b>(\$0.18)</b>	<b>-0.2%</b>	<b>\$81.41</b>	<b>\$0.56</b>	<b>0.7%</b>
Comp	\$69.14	\$68.55	\$0.59	0.9%	\$68.55	\$0.59	0.9%
28 Day	\$19.49	\$19.32	\$0.17	0.9%	\$19.35	\$0.14	0.7%

**Reno-Sparks Convention and Visitors Authority**

**Hotel Statistics - Year To Date**

**September 2011**

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
<b>Occupied Rooms</b>							
Cash	796,278	789,090	7,188	0.9%	767,356	28,922	3.8%
Comp	238,567	259,343	(20,776)	-8.0%	254,258	(15,691)	-6.2%
28 Day	4,485	5,576	(1,091)	-19.6%	5,576	(1,091)	-19.6%
<b>Total Occupied Rooms</b>	<b>1,039,330</b>	<b>1,054,009</b>	<b>(14,679)</b>	<b>-1.4%</b>	<b>1,027,190</b>	<b>12,140</b>	<b>1.2%</b>
Vacant	349,409	364,723	(15,314)	-4.2%	382,264	(32,855)	-8.6%
Total Available Rooms	1,388,739	1,418,732	(29,993)	-2.1%	1,409,454	(20,715)	-1.5%
<b>Percentage of Occupancy</b>							
Cash	57.3%	55.6%	1.7	3.1%	54.4%	2.9	5.3%
Comp	17.2%	18.3%	(1.1)	-6.0%	18.0%	(0.8)	-4.4%
28 Day	0.3%	0.4%	(0.1)	-25.0%	0.4%	(0.1)	-25.0%
<b>Total Occupancy Percentage</b>	<b>74.8%</b>	<b>74.3%</b>	<b>0.5</b>	<b>0.7%</b>	<b>72.9%</b>	<b>1.9</b>	<b>2.6%</b>
Vacant	25.2%	25.7%	(0.5)	-1.9%	27.1%	(1.9)	-7.0%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
<b>Revenue</b>							
<b>Cash - Taxable</b>	<b>\$69,927,856</b>	<b>\$69,221,114</b>	<b>\$706,742</b>	<b>1.0%</b>	<b>\$66,754,140</b>	<b>\$3,173,716</b>	<b>4.8%</b>
Comp	\$16,519,964	\$17,811,643	(\$1,291,679)	-7.3%	\$17,462,394	(\$942,430)	-5.4%
28 Day	\$285,696	\$279,430	\$6,266	2.2%	\$279,430	\$6,266	2.2%
Total Revenue	\$86,733,516	\$87,312,187	(\$578,671)	-0.7%	\$84,495,964	\$2,237,552	2.6%
<b>Average Rates</b>							
<b>Cash</b>	<b>\$87.82</b>	<b>\$87.72</b>	<b>\$0.10</b>	<b>0.1%</b>	<b>\$86.99</b>	<b>\$0.83</b>	<b>1.0%</b>
Comp	\$69.25	\$68.68	\$0.57	0.8%	\$68.68	\$0.57	0.8%
28 Day	\$63.70	\$50.11	\$13.59	27.1%	\$50.11	\$13.59	27.1%

**Reno-Sparks Convention and Visitors Authority**

**Motel Statistics - Year To Date**

**September 2011**

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
<b>Occupied Rooms</b>							
Cash	87,517	88,136	(619)	-0.7%	83,939	3,578	4.3%
Comp	633	774	(141)	-18.2%	774	(141)	-18.2%
28 Day	13,635	12,620	1,015	8.0%	12,620	1,015	8.0%
<b>Total Occupied Rooms</b>	<b>101,785</b>	<b>101,530</b>	<b>255</b>	<b>0.3%</b>	<b>97,333</b>	<b>4,452</b>	<b>4.6%</b>
Vacant	89,502	98,294	(8,792)	-8.9%	95,315	(5,813)	-6.1%
Total Available Rooms	191,287	199,824	(8,537)	-4.3%	192,648	(1,361)	-0.7%
<b>Percentage of Occupancy</b>							
Cash	45.8%	44.1%	1.7	3.9%	43.6%	2.2	5.0%
Comp	0.3%	0.4%	(0.1)	-25.0%	0.4%	(0.1)	-25.0%
28 Day	7.1%	6.3%	0.8	12.7%	6.6%	0.5	7.6%
<b>Total Occupancy Percentage</b>	<b>53.2%</b>	<b>50.8%</b>	<b>2.4</b>	<b>4.7%</b>	<b>50.5%</b>	<b>2.7</b>	<b>5.3%</b>
Vacant	46.8%	49.2%	(2.4)	-4.9%	49.5%	(2.7)	-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>\$4,757,326</b>	<b>\$4,716,599</b>	<b>\$40,727</b>	<b>0.9%</b>	<b>\$4,535,190</b>	<b>\$222,136</b>	<b>4.9%</b>
Comp	\$35,015	\$37,666	(\$2,651)	-7.0%	\$37,666	(\$2,651)	-7.0%
28 Day	\$301,449	\$237,886	\$63,563	26.7%	\$237,886	\$63,563	26.7%
Total Revenue	\$5,093,790	\$4,992,151	\$101,639	2.0%	\$4,810,742	\$283,048	5.9%
<b>Average Rates</b>							
<b>Cash</b>	<b>\$54.36</b>	<b>\$53.52</b>	<b>\$0.84</b>	<b>1.6%</b>	<b>\$54.03</b>	<b>\$0.33</b>	<b>0.6%</b>
Comp	\$55.32	\$48.66	\$6.66	13.7%	\$48.66	\$6.66	13.7%
28 Day	\$22.11	\$18.85	\$3.26	17.3%	\$18.85	\$3.26	17.3%

**Reno-Sparks Convention and Visitors Authority**

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

**September 2011**

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
<b>Occupied Rooms</b>							
Cash	31,402	31,483	(81)	-0.3%	31,963	(561)	-1.8%
Comp	8	31	(23)	-74.2%	31	(23)	-74.2%
28 Day	214,030	202,005	12,025	6.0%	212,637	1,393	0.7%
<b>Total Occupied Rooms</b>	<b>245,440</b>	<b>233,519</b>	<b>11,921</b>	<b>5.1%</b>	<b>244,631</b>	<b>809</b>	<b>0.3%</b>
Vacant	133,925	158,340	(24,415)	-15.4%	144,253	(10,328)	-7.2%
Total Available Rooms	379,365	391,859	(12,494)	-3.2%	388,884	(9,519)	-2.4%
<b>Percentage of Occupancy</b>							
Cash	8.3%	8.0%	0.3	3.8%	8.2%	0.1	1.2%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	56.4%	51.6%	4.8	9.3%	54.7%	1.7	3.1%
<b>Total Occupancy Percentage</b>	<b>64.7%</b>	<b>59.6%</b>	<b>5.1</b>	<b>8.6%</b>	<b>62.9%</b>	<b>1.8</b>	<b>2.9%</b>
Vacant	35.3%	40.4%	(5.1)	-12.6%	37.1%	(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>\$837,404</b>	<b>\$895,686</b>	<b>(\$58,282)</b>	<b>-6.5%</b>	<b>\$933,006</b>	<b>(\$95,602)</b>	<b>-10.2%</b>
Comp	\$185	\$450	(\$265)	-58.9%	\$450	(\$265)	-58.9%
28 Day	\$3,838,955	\$3,696,912	\$142,043	3.8%	\$3,912,277	(\$73,322)	-1.9%
Total Revenue	\$4,676,544	\$4,593,048	\$83,496	1.8%	\$4,845,733	(\$169,189)	-3.5%
<b>Average Rates</b>							
<b>Cash</b>	<b>\$26.67</b>	<b>\$28.45</b>	<b>(\$1.78)</b>	<b>-6.3%</b>	<b>\$29.19</b>	<b>(\$2.52)</b>	<b>-8.6%</b>
Comp	\$23.13	\$14.52	\$8.61	59.3%	\$14.52	\$8.61	59.3%
28 Day	\$17.94	\$18.30	(\$0.36)	-2.0%	\$18.40	(\$0.46)	-2.5%

**Reno-Sparks Convention and Visitors Authority**

**RV Park Statistics - Year To Date**

**September 2011**

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
<b>Occupied Rooms</b>							
Cash	27,309	29,920	(2,611)	-8.7%	28,631	(1,322)	-4.6%
Comp	428	414	14	3.4%	414	14	3.4%
28 Day	67,919	68,863	(944)	-1.4%	68,863	(944)	-1.4%
<b>Total Occupied Rooms</b>	<b>95,656</b>	<b>99,197</b>	<b>(3,541)</b>	<b>-3.6%</b>	<b>97,908</b>	<b>(2,252)</b>	<b>-2.3%</b>
Vacant	66,306	66,507	(201)	-0.3%	67,704	(1,398)	-2.1%
Total Available Rooms	161,962	165,704	(3,742)	-2.3%	165,612	(3,650)	-2.2%
<b>Percentage of Occupancy</b>							
Cash	16.9%	18.1%	(1.2)	-6.6%	17.3%	(0.4)	-2.3%
Comp	0.3%	0.2%	0.1	50.0%	0.2%	0.1	50.0%
28 Day	41.9%	41.6%	0.3	0.7%	41.6%	0.3	0.7%
<b>Total Occupancy Percentage</b>	<b>59.1%</b>	<b>59.9%</b>	<b>(0.8)</b>	<b>-1.3%</b>	<b>59.1%</b>	<b>-</b>	<b>0.0%</b>
Vacant	40.9%	40.1%	0.8	2.0%	40.9%	-	0.0%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
<b>Revenue</b>							
<b>Cash - Taxable</b>	<b>\$985,602</b>	<b>\$1,149,354</b>	<b>(\$163,752)</b>	<b>-14.2%</b>	<b>\$1,099,861</b>	<b>(\$114,259)</b>	<b>-10.4%</b>
Comp	\$13,064	\$11,544	\$1,520	13.2%	\$11,545	\$1,519	13.2%
28 Day	\$925,309	\$905,806	\$19,503	2.2%	\$905,806	\$19,503	2.2%
Total Revenue	\$1,923,975	\$2,066,704	(\$142,729)	-6.9%	\$2,017,212	(\$93,237)	-4.6%
<b>Average Rates</b>							
<b>Cash</b>	<b>\$36.09</b>	<b>\$38.41</b>	<b>(\$2.32)</b>	<b>-6.0%</b>	<b>\$38.42</b>	<b>(\$2.33)</b>	<b>-6.1%</b>
Comp	\$30.52	\$27.88	\$2.64	9.5%	\$27.89	\$2.63	9.4%
28 Day	\$13.62	\$13.15	\$0.47	3.6%	\$13.15	\$0.47	3.6%

**Reno-Sparks Convention and Visitors Authority**

**Vacation Rental Statistics - Year To Date**

**September 2011**

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
<b>Occupied Rooms</b>							
Cash	8,175	7,171	1,004	14.0%	7,548	627	8.3%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	18,739	19,351	(612)	-3.2%	19,351	(612)	-3.2%
<b>Total Occupied Rooms</b>	<b>26,914</b>	<b>26,522</b>	<b>392</b>	<b>1.5%</b>	<b>26,899</b>	<b>15</b>	<b>0.1%</b>
Vacant	39,543	32,266	7,277	22.6%	28,706	10,837	37.8%
Total Available Rooms	66,457	58,788	7,669	13.0%	55,605	10,852	19.5%
<b>Percentage of Occupancy</b>							
Cash	12.3%	12.2%	0.1	0.8%	13.6%	(1.3)	-9.6%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	28.2%	32.9%	(4.7)	-14.3%	34.8%	(6.6)	-19.0%
<b>Total Occupancy Percentage</b>	<b>40.5%</b>	<b>45.1%</b>	<b>(4.6)</b>	<b>-10.2%</b>	<b>48.4%</b>	<b>(7.9)</b>	<b>-16.3%</b>
Vacant	59.5%	54.9%	4.6	8.4%	51.6%	7.9	15.3%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
<b>Revenue</b>							
<b>Cash - Taxable</b>	<b>\$2,336,008</b>	<b>\$2,576,326</b>	<b>(\$240,318)</b>	<b>-9.3%</b>	<b>\$2,453,644</b>	<b>(\$117,636)</b>	<b>-4.8%</b>
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$861,530	\$838,951	\$22,579	2.7%	\$838,951	\$22,579	2.7%
Total Revenue	\$3,197,538	\$3,415,277	(\$217,739)	-6.4%	\$3,292,595	(\$95,057)	-2.9%
<b>Average Rates</b>							
<b>Cash</b>	<b>\$285.75</b>	<b>\$359.27</b>	<b>(\$73.52)</b>	<b>-20.5%</b>	<b>\$325.07</b>	<b>(\$39.32)</b>	<b>-12.1%</b>
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$45.98	\$43.35	\$2.63	6.1%	\$43.35	\$2.63	6.1%

**Reno-Sparks Convention and Visitors Authority**

**Timeshare Statistics - Year To Date**

**September 2011**

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
<b>Occupied Rooms</b>							
Cash	18,156	16,423	1,733	10.6%	16,758	1,398	8.3%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	54	-	54	100.0%	-	54	100.0%
<b>Total Occupied Rooms</b>	<b>18,210</b>	<b>16,423</b>	<b>1,787</b>	<b>10.9%</b>	<b>16,758</b>	<b>1,452</b>	<b>8.7%</b>
Vacant	32,961	35,097	(2,136)	-6.1%	39,150	(6,189)	-15.8%
Total Available Rooms	51,171	51,520	(349)	-0.7%	55,908	(4,737)	-8.5%
<b>Percentage of Occupancy</b>							
Cash	35.5%	31.9%	3.6	11.3%	30.0%	5.5	18.3%
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%
<b>Total Occupancy Percentage</b>	<b>35.6%</b>	<b>31.9%</b>	<b>3.7</b>	<b>11.6%</b>	<b>30.0%</b>	<b>5.6</b>	<b>18.7%</b>
Vacant	64.4%	68.1%	(3.7)	-5.4%	70.0%	(5.6)	-8.0%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
<b>Revenue</b>							
<b>Cash - Taxable</b>	<b>\$574,647</b>	<b>\$484,231</b>	<b>\$90,416</b>	<b>18.7%</b>	<b>\$440,210</b>	<b>\$134,437</b>	<b>30.5%</b>
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	\$576,753	\$484,231	\$92,522	19.1%	\$440,210	\$136,543	31.0%
<b>Average Rates</b>							
<b>Cash</b>	<b>\$31.65</b>	<b>\$29.48</b>	<b>\$2.17</b>	<b>7.4%</b>	<b>\$26.27</b>	<b>\$5.38</b>	<b>20.5%</b>
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  
September 2011**

Current Month Actual September 2011	Last Year Actual September 2010			Tax District	Year To Date Actual July 2011 - September 2011	Last Year - Year To Date Actual July 2010 - September 2010		
	Amount	Amount	Increase (Decrease) % Percent			Amount	Amount	Increase (Decrease) % Percent
13,010,464	12,418,469	591,995	4.8%	Reno B	36,404,353	35,678,577	725,776	2.0%
7,693,100	7,418,750	274,350	3.7%	Reno D	20,720,801	19,943,815	776,985	3.9%
80,898	98,461	(17,563)	-17.8%	Reno E	204,399	241,218	(36,820)	-15.3%
<b>20,784,462</b>	<b>19,935,680</b>	<b>848,782</b>	<b>4.3%</b>	<b>Total Reno</b>	<b>57,329,553</b>	<b>55,863,611</b>	<b>1,465,941</b>	<b>2.6%</b>
34,893	38,515	(3,622)	-9.4%	Washoe A	93,172	94,631	(1,459)	-1.5%
2,952,227	2,601,708	350,519	13.5%	Washoe B	13,719,529	12,861,886	857,643	6.7%
<b>2,987,121</b>	<b>2,640,223</b>	<b>346,897</b>	<b>13.1%</b>	<b>Total Washoe Co.</b>	<b>13,812,701</b>	<b>12,956,518</b>	<b>856,183</b>	<b>6.6%</b>
<b>3,006,916</b>	<b>3,027,327</b>	<b>(20,411)</b>	<b>-0.7%</b>	<b>Sparks</b>	<b>8,276,588</b>	<b>7,395,922</b>	<b>880,666</b>	<b>11.9%</b>
<b>26,778,499</b>	<b>25,603,230</b>	<b>1,175,269</b>	<b>4.6%</b>	<b>Total Taxable Revenue</b>	<b>79,418,842</b>	<b>76,216,052</b>	<b>3,202,791</b>	<b>4.2%</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

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

Current Month Actual September 2011	Last Year Actual September 2010			Tax District	Year To Date Actual July 2011 - September 2011	Last Year - Year To Date Actual July 2010 - September 2010		
	Amount	Amount	Increase (Decrease) % Percent			Amount	Amount	% Percent
153,945	150,103	3,842	2.6%	Reno B	444,974	430,271	14,703	3.4%
106,354	105,940	414	0.4%	Reno D	327,122	323,632	3,490	1.1%
2,505	3,217	(712)	-22.1%	Reno E	7,039	8,305	(1,266)	-15.2%
<b>262,804</b>	<b>259,260</b>	<b>3,544</b>	<b>1.4%</b>	<b>Total Reno</b>	<b>779,135</b>	<b>762,208</b>	<b>16,927</b>	<b>2.2%</b>
1,077	1,361	(284)	-20.9%	Washoe A	2,655	3,191	(536)	-16.8%
16,445	13,604	2,841	20.9%	Washoe B	61,613	55,876	5,737	10.3%
<b>17,522</b>	<b>14,965</b>	<b>2,557</b>	<b>17.1%</b>	<b>Total Washoe Co.</b>	<b>64,268</b>	<b>59,067</b>	<b>5,201</b>	<b>8.8%</b>
<b>43,380</b>	<b>42,842</b>	<b>538</b>	<b>1.3%</b>	<b>Sparks</b>	<b>125,434</b>	<b>114,920</b>	<b>10,514</b>	<b>9.1%</b>
<b>323,706</b>	<b>317,067</b>	<b>6,639</b>	<b>2.1%</b>	<b>Total Taxable Rooms</b>	<b>968,837</b>	<b>936,195</b>	<b>32,642</b>	<b>3.5%</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

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

Current Month Actual September 2011	Last Year Actual September 2010			Tax District	Year To Date Actual July 2011 - September 2011	Last Year - Year To Date Actual July 2010 - September 2010		
	Amount	Amount	Increase (Decrease) % Percent			Amount	Amount	% Percent
\$84.51	\$82.73	\$1.78	2.2%	Reno B	\$81.81	\$82.92	-\$1.11	-1.3%
\$72.33	\$70.03	\$2.31	3.3%	Reno D	\$63.34	\$61.62	\$1.72	2.8%
\$32.29	\$30.61	\$1.69	5.5%	Reno E	\$29.04	\$29.04	-\$0.01	0.0%
<b>\$79.09</b>	<b>\$76.89</b>	<b>\$5.78</b>	<b>7.5%</b>	<b>Total Reno</b>	<b>\$73.58</b>	<b>\$73.29</b>	<b>\$0.60</b>	<b>0.8%</b>
\$32.40	\$28.30	\$4.10	14.5%	Washoe A	\$35.09	\$29.66	\$5.44	18.3%
\$179.52	\$191.25	-\$11.72	-6.1%	Washoe B	\$222.67	\$230.19	-\$7.51	-3.3%
<b>\$170.48</b>	<b>\$176.43</b>	<b>-\$7.63</b>	<b>-4.3%</b>	<b>Total Washoe Co.</b>	<b>\$214.92</b>	<b>\$219.35</b>	<b>-\$2.08</b>	<b>-0.9%</b>
<b>\$69.32</b>	<b>\$70.66</b>	<b>-\$1.35</b>	<b>-1.9%</b>	<b>Sparks</b>	<b>\$65.98</b>	<b>\$64.36</b>	<b>\$1.63</b>	<b>2.5%</b>
<b>\$82.72</b>	<b>\$80.75</b>	<b>\$1.97</b>	<b>2.4%</b>	<b>Total Average Daily Rate</b>	<b>\$81.97</b>	<b>\$81.41</b>	<b>\$0.56</b>	<b>0.7%</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
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