

RENO-SPARKS CONVENTION & VISITORS AUTHORITY

October 2011

Room Statistics

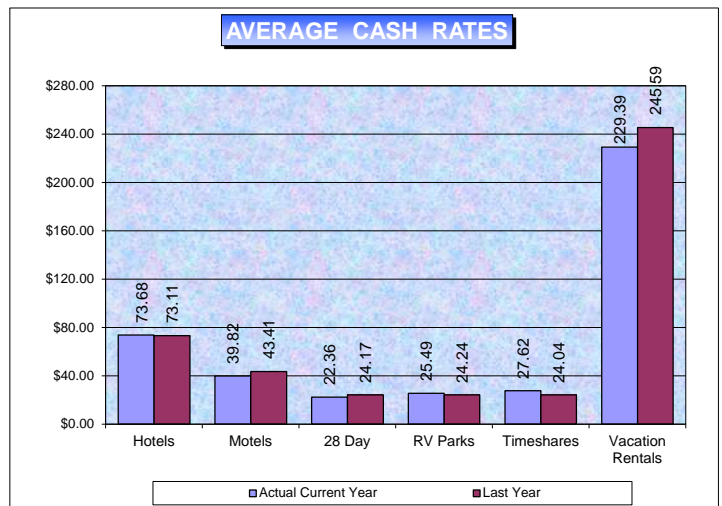
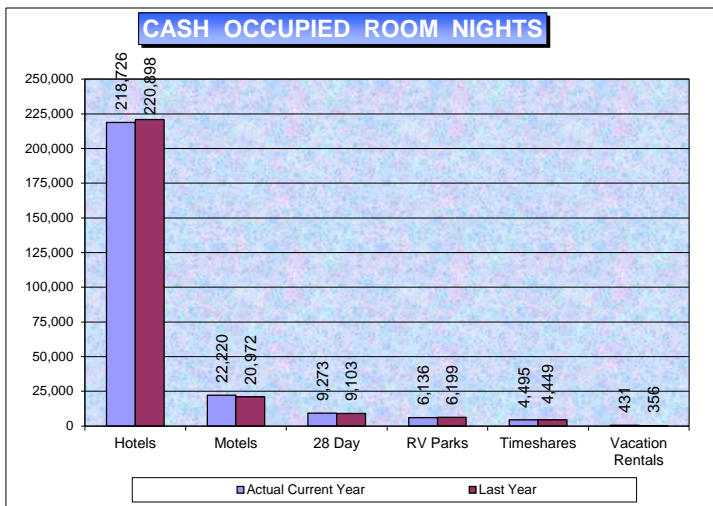
Taxable room revenues for the month total \$17,587,696 are below prior year by \$37,939 (-0.2%). Cash occupied room nights of 261,281 are below prior year by 696 (-0.3%). Comp occupied room nights of 64,798 are below prior year by 13,002 (-16.7%), and 28-day occupied room nights of 103,778 are below prior year by 2,343 (-2.2%). Total occupied rooms for the month (Cash, Comp, 28-day) of 429,857 are 16,041 (-3.6%) below the prior year.

Overall, Washoe County occupancy percentages of 57.7% for the month are -3.5% below the 59.8% level of the prior year. There were 564 (-0.1%) less available rooms for the month compared to the prior year.

Overall cash average rates for the month of \$67.31 are up \$0.03 (0.1%), compared to \$67.28 for the prior year.

Year-to-date cash occupied room nights of 1,230,118 are 31,946 (2.7%) above prior year. Cash average rates year-to-date of \$78.86 are \$0.54 (0.7%) above the prior year. Year-to-date, total taxable room revenues of \$97,006,539 are \$3,164,852 (3.4%) above prior year.

Segments	Available Rooms	Cash Occupied Rooms	Average Cash Rate		Increase (Decrease)	
			Actual	Last Year	Amount	% Percent
Hotels	462,966	218,726	\$73.68	\$73.11	\$0.57	0.8%
Motels	64,573	22,220	\$39.82	\$43.41	(\$3.59)	-8.3%
28 Day	121,951	9,273	\$22.36	\$24.17	(\$1.81)	-7.5%
RV Parks	54,157	6,136	\$25.49	\$24.24	\$1.25	5.2%
Timeshares	17,607	4,495	\$27.62	\$24.04	\$3.58	14.9%
Vacation Rentals	24,357	431	\$229.39	\$245.59	(\$16.20)	-6.6%
Totals	745,611	261,281	\$67.31	\$67.28	\$0.03	0.1%



Attached please find the detail statistics for each market segment.

Reno-Sparks Convention and Visitors Authority

Combined Room Statistics

October 2011

Description	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Taxable Room Revenues	\$17,587,696	\$18,051,021	(\$463,325)	-2.6%	\$17,625,635	(\$37,939)	-0.2%
Occupied Rooms - Cash	261,281	266,217	(4,936)	-1.9%	261,977	(696)	-0.3%
Average Rate - Cash	\$67.31	\$67.81	(\$0.50)	-0.7%	\$67.28	\$0.03	0.1%
Occupied Rooms							
Cash	261,281	266,217	(4,936)	-1.9%	261,977	(696)	-0.3%
Comp	64,798	79,350	(14,552)	-18.3%	77,800	(13,002)	-16.7%
28 Day	103,778	102,520	1,258	1.2%	106,121	(2,343)	-2.2%
Total Occupied Rooms	429,857	448,087	(18,230)	-4.1%	445,898	(16,041)	-3.6%
Percentage of Occupancy							
Cash	35.0%	34.7%	0.3	0.9%	35.1%	(0.1)	-0.3%
Comp	8.7%	10.4%	(1.7)	-16.3%	10.4%	(1.7)	-16.3%
28 Day	13.9%	13.4%	0.5	3.7%	14.2%	(0.3)	-2.1%
Total Percentage of Occupancy	57.7%	58.5%	(0.8)	-1.4%	59.8%	(2.1)	-3.5%
Market Segments							
Occupied Rooms - Cash							
Hotels	218,726	224,054	(5,328)	-2.4%	220,898	(2,172)	-1.0%
Motels	22,220	22,021	199	0.9%	20,972	1,248	6.0%
28 Day Motels	9,273	8,966	307	3.4%	9,103	170	1.9%
R.V. Parks	6,136	6,478	(342)	-5.3%	6,199	(63)	-1.0%
Vacation Rentals	431	338	93	27.5%	356	75	21.1%
Timehares	4,495	4,360	135	3.1%	4,449	46	1.0%
Total Occupied - Cash	261,281	266,217	(4,936)	-1.9%	261,977	(696)	-0.3%
Percentage of Occupancy - Cash							
Hotels	47.2%	46.9%	0.3	0.6%	47.6%	(0.4)	-0.8%
Motels	34.4%	32.7%	1.7	5.2%	32.5%	1.9	5.8%
28 Day Motels	7.6%	6.9%	0.7	10.1%	7.1%	0.5	7.0%
R.V. Parks	11.3%	12.0%	(0.7)	-5.8%	11.5%	(0.2)	-1.7%
Vacation Rentals	1.8%	1.7%	0.1	5.9%	1.9%	(0.1)	-5.3%
Timeshares	25.5%	25.1%	0.4	1.6%	26.5%	(1.0)	-3.8%
Total Occupancy Percentage - Cash	35.0%	34.7%	0.3	0.9%	35.1%	(0.1)	-0.3%
Average Rates - Cash							
Hotels	\$73.68	\$73.76	(\$0.08)	-0.1%	\$73.11	\$0.57	0.8%
Motels	\$39.82	\$42.99	(\$3.17)	-7.4%	\$43.41	(\$3.59)	-8.3%
28 Day Motels	\$22.36	\$23.56	(\$1.20)	-5.1%	\$24.17	(\$1.81)	-7.5%
R.V. Parks	\$25.49	\$24.24	\$1.25	5.2%	\$24.24	\$1.25	5.2%
Vacation Rentals	\$229.39	\$271.60	(\$42.21)	-15.5%	\$245.59	(\$16.20)	-6.6%
Timeshares	\$27.62	\$26.99	\$0.63	2.3%	\$24.04	\$3.58	14.9%
Total Cash Average Rate	\$67.31	\$67.81	(\$0.50)	-0.7%	\$67.28	\$0.03	0.1%

Reno-Sparks Convention and Visitors Authority

Combined Room Statistics

October 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	261,281	266,217	(4,936)	-1.9%	261,977	(696)	-0.3%
Comp	64,798	79,350	(14,552)	-18.3%	77,800	(13,002)	-16.7%
28 Day	103,778	102,520	1,258	1.2%	106,121	(2,343)	-2.2%
Total Occupied Rooms	429,857	448,087	(18,230)	-4.1%	445,898	(16,041)	-3.6%
Vacant	315,754	318,326	(2,572)	-0.8%	300,277	15,477	5.2%
Total Available Rooms	745,611	766,413	(20,802)	-2.7%	746,175	(564)	-0.1%
Percentage of Occupancy							
Cash	35.0%	34.7%	0.3	0.9%	35.1%	(0.1)	-0.3%
Comp	8.7%	10.4%	(1.7)	-16.3%	10.4%	(1.7)	-16.3%
28 Day	13.9%	13.4%	0.5	3.7%	14.2%	(0.3)	-2.1%
Total Occupancy Percentage	57.7%	58.5%	(0.8)	-1.4%	59.8%	(2.1)	-3.5%
Vacant	42.3%	41.5%	0.8	1.9%	40.2%	2.1	5.2%
Total (must equal 100.0%)	100.0%	100.0%	0.0	0.0%	100.0%	0.0	0.0%
Revenue							
Cash - Taxable	\$17,587,696	\$18,051,021	(\$463,325)	-2.6%	\$17,625,635	(\$37,939)	-0.2%
Comp	\$3,906,895	\$4,973,320	(\$1,066,425)	-21.4%	\$4,876,045	(\$969,150)	-19.9%
28 Day	\$1,923,944	\$1,942,982	(\$19,038)	-1.0%	\$2,032,423	(\$108,479)	-5.3%
Total Revenue	\$23,418,535	\$24,967,323	(\$1,548,788)	-6.2%	\$24,534,103	(\$1,115,568)	-4.5%
Average Rates							
Cash	\$67.31	\$67.81	(\$0.50)	-0.7%	\$67.28	\$0.03	0.1%
Comp	\$60.29	\$62.68	(\$2.39)	-3.8%	\$62.67	(\$2.38)	-3.8%
28 Day	\$18.54	\$18.95	(\$0.41)	-2.2%	\$19.15	(\$0.61)	-3.2%

Reno-Sparks Convention and Visitors Authority

Hotel Statistics

October 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	218,726	224,054	(5,328)	-2.4%	220,898	(2,172)	-1.0%
Comp	64,362	79,043	(14,681)	-18.6%	77,493	(13,131)	-16.9%
28 Day	1,254	2,000	(746)	-37.3%	2,000	(746)	-37.3%
Total Occupied Rooms	284,342	305,097	(20,755)	-6.8%	300,391	(16,049)	-5.3%
Vacant	178,624	172,954	5,670	3.3%	163,901	14,723	9.0%
Total Available Rooms	462,966	478,051	(15,085)	-3.2%	464,292	(1,326)	-0.3%
Percentage of Occupancy							
Cash	47.2%	46.9%	0.3	0.6%	47.6%	(0.4)	-0.8%
Comp	13.9%	16.5%	(2.6)	-15.8%	16.7%	(2.8)	-16.8%
28 Day	0.3%	0.4%	(0.1)	-25.0%	0.4%	(0.1)	-25.0%
Total Occupancy Percentage	61.4%	63.8%	(2.4)	-3.8%	64.7%	(3.3)	-5.1%
Vacant	38.6%	36.2%	2.4	6.6%	35.3%	3.3	9.3%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$16,116,213	\$16,526,616	(\$410,403)	-2.5%	\$16,150,674	(\$34,461)	-0.2%
Comp	\$3,890,291	\$4,961,031	(\$1,070,740)	-21.6%	\$4,863,756	(\$973,465)	-20.0%
28 Day	\$75,507	\$105,036	(\$29,529)	-28.1%	\$105,036	(\$29,529)	-28.1%
Total Revenue	\$20,082,011	\$21,592,683	(\$1,510,672)	-7.0%	\$21,119,466	(\$1,037,455)	-4.9%
Average Rates							
Cash	\$73.68	\$73.76	(\$0.08)	-0.1%	\$73.11	\$0.57	0.8%
Comp	\$60.44	\$62.76	(\$2.32)	-3.7%	\$62.76	(\$2.32)	-3.7%
28 Day	\$60.21	\$52.52	\$7.69	14.6%	\$52.52	\$7.69	14.6%

Reno-Sparks Convention and Visitors Authority

Motel Statistics

October 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	22,220	22,021	199	0.9%	20,972	1,248	6.0%
Comp	252	191	61	31.9%	191	61	31.9%
28 Day	4,737	4,260	477	11.2%	4,260	477	11.2%
Total Occupied Rooms	27,209	26,472	737	2.8%	25,423	1,786	7.0%
Vacant	37,364	40,860	(3,496)	-8.6%	39,096	(1,732)	-4.4%
Total Available Rooms	64,573	67,332	(2,759)	-4.1%	64,519	54	0.1%
Percentage of Occupancy							
Cash	34.4%	32.7%	1.7	5.2%	32.5%	1.9	5.8%
Comp	0.4%	0.3%	0.1	33.3%	0.3%	0.1	33.3%
28 Day	7.3%	6.3%	1.0	15.9%	6.6%	0.7	10.6%
Total Occupancy Percentage	42.1%	39.3%	2.8	7.1%	39.4%	2.7	6.9%
Vacant	57.9%	60.7%	(2.8)	-4.6%	60.6%	(2.7)	-4.5%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$884,738	\$946,709	(\$61,971)	-6.5%	\$910,297	(\$25,559)	-2.8%
Comp	\$12,339	\$9,055	\$3,284	36.3%	\$9,055	\$3,284	36.3%
28 Day	\$103,755	\$83,947	\$19,808	23.6%	\$83,947	\$19,808	23.6%
Total Revenue	\$1,000,832	\$1,039,711	(\$38,879)	-3.7%	\$1,003,299	(\$2,467)	-0.2%
Average Rates							
Cash	\$39.82	\$42.99	(\$3.17)	-7.4%	\$43.41	(\$3.59)	-8.3%
Comp	\$48.96	\$47.41	\$1.55	3.3%	\$47.41	\$1.55	3.3%
28 Day	\$21.90	\$19.71	\$2.19	11.1%	\$19.71	\$2.19	11.1%

Reno-Sparks Convention and Visitors Authority

28 Day Motel Statistics

October 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	9,273	8,966	307	3.4%	9,103	170	1.9%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	67,983	68,422	(439)	-0.6%	72,023	(4,040)	-5.6%
Total Occupied Rooms	77,256	77,388	(132)	-0.2%	81,126	(3,870)	-4.8%
Vacant	44,695	52,316	(7,621)	-14.6%	47,033	(2,338)	-5.0%
Total Available Rooms	121,951	129,704	(7,753)	-6.0%	128,159	(6,208)	-4.8%
Percentage of Occupancy							
Cash	7.6%	6.9%	0.7	10.1%	7.1%	0.5	7.0%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	55.7%	52.8%	2.9	5.5%	56.2%	(0.5)	-0.9%
Total Occupancy Percentage	63.4%	59.7%	3.7	6.2%	63.3%	0.1	0.2%
Vacant	36.6%	40.3%	(3.7)	-9.2%	36.7%	(0.1)	-0.3%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$207,330	\$211,195	(\$3,865)	-1.8%	\$219,994	(\$12,664)	-5.8%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$1,190,572	\$1,216,257	(\$25,685)	-2.1%	\$1,305,698	(\$115,126)	-8.8%
Total Revenue	\$1,397,902	\$1,427,452	(\$29,550)	-2.1%	\$1,525,692	(\$127,790)	-8.4%
Average Rates							
Cash	\$22.36	\$23.56	(\$1.20)	-5.1%	\$24.17	(\$1.81)	-7.5%
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$17.51	\$17.78	(\$0.27)	-1.5%	\$18.13	(\$0.62)	-3.4%

Reno-Sparks Convention and Visitors Authority

RV Park Statistics

October 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	6,136	6,478	(342)	-5.3%	6,199	(63)	-1.0%
Comp	184	116	68	58.6%	116	68	58.6%
28 Day	23,378	22,454	924	4.1%	22,454	924	4.1%
Total Occupied Rooms	29,698	29,048	650	2.2%	28,769	929	3.2%
Vacant	24,459	25,109	(650)	-2.6%	25,357	(898)	-3.5%
Total Available Rooms	54,157	54,157	-	0.0%	54,126	31	0.1%
Percentage of Occupancy							
Cash	11.3%	12.0%	(0.7)	-5.8%	11.5%	(0.2)	-1.7%
Comp	0.3%	0.2%	0.1	50.0%	0.2%	0.1	50.0%
28 Day	43.2%	41.5%	1.7	4.1%	41.5%	1.7	4.1%
Total Occupancy Percentage	54.8%	53.6%	1.2	2.2%	53.2%	1.6	3.0%
Vacant	45.2%	46.4%	(1.2)	-2.6%	46.8%	(1.6)	-3.4%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$156,417	\$157,028	(\$611)	-0.4%	\$150,266	\$6,151	4.1%
Comp	\$4,265	\$3,234	\$1,031	31.9%	\$3,234	\$1,031	31.9%
28 Day	\$295,096	\$289,188	\$5,908	2.0%	\$289,188	\$5,908	2.0%
Total Revenue	\$455,778	\$449,450	\$6,328	1.4%	\$442,688	\$13,090	3.0%
Average Rates							
Cash	\$25.49	\$24.24	\$1.25	5.2%	\$24.24	\$1.25	5.2%
Comp	\$23.18	\$27.88	(\$4.70)	-16.9%	\$27.88	(\$4.70)	-16.9%
28 Day	\$12.62	\$12.88	(\$0.26)	-2.0%	\$12.88	(\$0.26)	-2.0%

Reno-Sparks Convention and Visitors Authority

Vacation Rental Statistics

October 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	431	338	93	27.5%	356	75	21.1%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	6,426	5,384	1,042	19.4%	5,384	1,042	19.4%
Total Occupied Rooms	6,857	5,722	1,135	19.8%	5,740	1,117	19.5%
Vacant	17,500	14,087	3,413	24.2%	12,554	4,946	39.4%
Total Available Rooms	24,357	19,809	4,548	23.0%	18,294	6,063	33.1%
Percentage of Occupancy							
Cash	1.8%	1.7%	0.1	5.9%	1.9%	(0.1)	-5.3%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	26.4%	27.2%	(0.8)	-2.9%	29.4%	(3.0)	-10.2%
Total Occupancy Percentage	28.2%	28.9%	(0.7)	-2.4%	31.4%	(3.2)	-10.2%
Vacant	71.8%	71.1%	0.7	1.0%	68.6%	3.2	4.7%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$98,866	\$91,802	\$7,064	7.7%	\$87,430	\$11,436	13.1%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$259,014	\$248,554	\$10,460	4.2%	\$248,554	\$10,460	4.2%
Total Revenue	\$357,880	\$340,356	\$17,524	5.1%	\$335,984	\$21,896	6.5%
Average Rates							
Cash	\$229.39	\$271.60	(\$42.21)	-15.5%	\$245.59	(\$16.20)	-6.6%
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$40.31	\$46.17	(\$5.86)	-12.7%	\$46.17	(\$5.86)	-12.7%

Reno-Sparks Convention and Visitors Authority

Timeshare Statistics

October 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	4,495	4,360	135	3.1%	4,449	46	1.0%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	-	-	-	0.0%	-	-	0.0%
Total Occupied Rooms	4,495	4,360	135	3.1%	4,449	46	1.0%
Vacant	13,112	13,000	112	0.9%	12,336	776	6.3%
Total Available Rooms	17,607	17,360	247	1.4%	16,785	822	4.9%
Percentage of Occupancy							
Cash	25.5%	25.1%	0.4	1.6%	26.5%	(1.0)	-3.8%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
Total Occupancy Percentage	25.5%	25.1%	0.4	1.6%	26.5%	(1.0)	-3.8%
Vacant	74.5%	74.9%	(0.4)	-0.5%	73.5%	1.0	1.4%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$124,132	\$117,671	\$6,461	5.5%	\$106,974	\$17,158	16.0%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
Total Revenue	\$124,132	\$117,671	\$6,461	5.5%	\$106,974	\$17,158	16.0%
Average Rates							
Cash	\$27.62	\$26.99	\$0.63	2.3%	\$24.04	\$3.58	14.9%
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

October 2011

Description	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Taxable Room Revenues	\$97,006,539	\$97,094,331	(\$87,792)	-0.1%	\$93,841,687	\$3,164,852	3.4%
Occupied Rooms - Cash	1,230,118	1,228,440	1,678	0.1%	1,198,172	31,946	2.7%
Average Rate - Cash	\$78.86	\$79.04	(\$0.18)	-0.2%	\$78.32	\$0.54	0.7%
Occupied Rooms							
Cash	1,230,118	1,228,440	1,678	0.1%	1,198,172	31,946	2.7%
Comp	304,434	339,912	(35,478)	-10.4%	333,277	(28,843)	-8.7%
28 Day	425,520	410,935	14,585	3.5%	425,168	352	0.1%
Total Occupied Rooms	1,960,072	1,979,287	(19,215)	-1.0%	1,956,617	3,455	0.2%
Percentage of Occupancy							
Cash	41.2%	40.2%	1.0	2.5%	39.7%	1.5	3.8%
Comp	10.2%	11.1%	(0.9)	-8.1%	11.1%	(0.9)	-8.1%
28 Day	14.2%	13.5%	0.7	5.2%	14.1%	0.1	0.7%
Total Percentage of Occupancy	65.6%	64.8%	0.8	1.2%	64.9%	0.7	1.1%
Market Segments							
Occupied Rooms - Cash							
Hotels	1,015,004	1,013,144	1,860	0.2%	988,254	26,750	2.7%
Motels	109,737	110,157	(420)	-0.4%	104,911	4,826	4.6%
28 Day Motels	40,675	40,449	226	0.6%	41,066	(391)	-1.0%
R.V. Parks	33,445	36,398	(2,953)	-8.1%	34,830	(1,385)	-4.0%
Vacation Rentals	8,606	7,509	1,097	14.6%	7,904	702	8.9%
Timeshares	22,651	20,783	1,868	9.0%	21,207	1,444	6.8%
Total Occupied - Cash	1,230,118	1,228,440	1,678	0.1%	1,198,172	31,946	2.7%
Percentage of Occupancy - Cash							
Hotels	54.8%	53.4%	1.4	2.6%	52.7%	2.1	4.0%
Motels	42.9%	41.2%	1.7	4.1%	40.8%	2.1	5.1%
28 Day Motels	8.1%	7.8%	0.3	3.8%	7.9%	0.2	2.5%
R.V. Parks	15.3%	16.6%	(1.3)	-7.8%	15.9%	(0.6)	-3.8%
Vacation Rentals	9.5%	9.6%	(0.1)	-1.0%	10.7%	(1.2)	-11.2%
Timeshares	32.9%	30.2%	2.7	8.9%	29.2%	3.7	12.7%
Total Occupancy Percentage - Cash	41.2%	40.2%	1.0	2.5%	39.7%	1.5	3.8%
Average Rates - Cash							
Hotels	\$84.77	\$84.64	\$0.13	0.2%	\$83.89	\$0.88	1.0%
Motels	\$51.41	\$51.41	\$0.00	0.0%	\$51.91	(\$0.50)	-1.0%
28 Day Motels	\$25.68	\$27.36	(\$1.68)	-6.1%	\$28.08	(\$2.40)	-8.5%
R.V. Parks	\$34.15	\$35.89	(\$1.74)	-4.8%	\$35.89	(\$1.74)	-4.8%
Vacation Rental	\$282.93	\$355.32	(\$72.39)	-20.4%	\$321.49	(\$38.56)	-12.0%
Timeshares	\$30.85	\$28.96	\$1.89	6.5%	\$25.80	\$5.05	19.6%
Total Cash Average Rate	\$78.86	\$79.04	(\$0.18)	-0.2%	\$78.32	\$0.54	0.7%

Reno-Sparks Convention and Visitors Authority

Combined Room Statistics - Year To Date

October 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	1,230,118	1,228,440	1,678	0.1%	1,198,172	31,946	2.7%
Comp	304,434	339,912	(35,478)	-10.4%	333,277	(28,843)	-8.7%
28 Day	425,520	410,935	14,585	3.5%	425,168	352	0.1%
Total Occupied Rooms	1,960,072	1,979,287	(19,215)	-1.0%	1,956,617	3,455	0.2%
Vacant	1,027,400	1,073,553	(46,153)	-4.3%	1,057,669	(30,269)	-2.9%
Total Available Rooms	2,987,472	3,052,840	(65,368)	-2.1%	3,014,286	(26,814)	-0.9%
Percentage of Occupancy							
Cash	41.2%	40.2%	1.0	2.5%	39.7%	1.5	3.8%
Comp	10.2%	11.1%	(0.9)	-8.1%	11.1%	(0.9)	-8.1%
28 Day	14.2%	13.5%	0.7	5.2%	14.1%	0.1	0.7%
Total Occupancy Percentage	65.6%	64.8%	0.8	1.2%	64.9%	0.7	1.1%
Vacant	34.4%	35.2%	(0.8)	-2.3%	35.1%	(0.7)	-2.0%
Total (must equal 100.0%)	100.0%	100.0%	0.0	0.0%	100.0%	0.0	0.0%
Revenue							
Cash - Taxable	\$97,006,539	\$97,094,331	(\$87,792)	-0.1%	\$93,841,687	\$3,164,852	3.4%
Comp	\$20,475,123	\$22,834,623	(\$2,359,500)	-10.3%	\$22,388,100	(\$1,912,977)	-8.5%
28 Day	\$8,168,379	\$7,901,967	\$266,412	3.4%	\$8,206,772	(\$38,393)	-0.5%
Total Revenue	\$125,650,041	\$127,830,921	(\$2,180,880)	-1.7%	\$124,436,559	\$1,213,482	1.0%
Average Rates							
Cash	\$78.86	\$79.04	(\$0.18)	-0.2%	\$78.32	\$0.54	0.7%
Comp	\$67.26	\$67.18	\$0.08	0.1%	\$67.18	\$0.08	0.1%
28 Day	\$19.20	\$19.23	(\$0.03)	-0.2%	\$19.30	(\$0.10)	-0.5%

Reno-Sparks Convention and Visitors Authority

Hotel Statistics - Year To Date

October 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	1,015,004	1,013,144	1,860	0.2%	988,254	26,750	2.7%
Comp	302,929	338,386	(35,457)	-10.5%	331,751	(28,822)	-8.7%
28 Day	5,739	7,576	(1,837)	-24.2%	7,576	(1,837)	-24.2%
Total Occupied Rooms	1,323,672	1,359,106	(35,434)	-2.6%	1,327,581	(3,909)	-0.3%
Vacant	528,033	537,677	(9,644)	-1.8%	546,165	(18,132)	-3.3%
Total Available Rooms	1,851,705	1,896,783	(45,078)	-2.4%	1,873,746	(22,041)	-1.2%
Percentage of Occupancy							
Cash	54.8%	53.4%	1.4	2.6%	52.7%	2.1	4.0%
Comp	16.4%	17.8%	(1.4)	-7.9%	17.7%	(1.3)	-7.3%
28 Day	0.3%	0.4%	(0.1)	-25.0%	0.4%	(0.1)	-25.0%
Total Occupancy Percentage	71.5%	71.7%	(0.2)	-0.3%	70.9%	0.6	0.8%
Vacant	28.5%	28.3%	0.2	0.7%	29.1%	(0.6)	-2.1%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$86,044,069	\$85,747,730	\$296,339	0.3%	\$82,904,814	\$3,139,255	3.8%
Comp	\$20,410,255	\$22,772,674	(\$2,362,419)	-10.4%	\$22,326,150	(\$1,915,895)	-8.6%
28 Day	\$361,203	\$384,466	(\$23,263)	-6.1%	\$384,466	(\$23,263)	-6.1%
Total Revenue	\$106,815,527	\$108,904,870	(\$2,089,343)	-1.9%	\$105,615,430	\$1,200,097	1.1%
Average Rates							
Cash	\$84.77	\$84.64	\$0.13	0.2%	\$83.89	\$0.88	1.0%
Comp	\$67.38	\$67.30	\$0.08	0.1%	\$67.30	\$0.08	0.1%
28 Day	\$62.94	\$50.75	\$12.19	24.0%	\$50.75	\$12.19	24.0%

Reno-Sparks Convention and Visitors Authority

Motel Statistics - Year To Date

October 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	109,737	110,157	(420)	-0.4%	104,911	4,826	4.6%
Comp	885	965	(80)	-8.3%	965	(80)	-8.3%
28 Day	18,372	16,880	1,492	8.8%	16,880	1,492	8.8%
Total Occupied Rooms	128,994	128,002	992	0.8%	122,756	6,238	5.1%
Vacant	126,866	139,154	(12,288)	-8.8%	134,411	(7,545)	-5.6%
Total Available Rooms	255,860	267,156	(11,296)	-4.2%	257,167	(1,307)	-0.5%
Percentage of Occupancy							
Cash	42.9%	41.2%	1.7	4.1%	40.8%	2.1	5.1%
Comp	0.3%	0.4%	(0.1)	-25.0%	0.4%	(0.1)	-25.0%
28 Day	7.2%	6.3%	0.9	14.3%	6.6%	0.6	9.1%
Total Occupancy Percentage	50.4%	47.9%	2.5	5.2%	47.7%	2.7	5.7%
Vacant	49.6%	52.1%	(2.5)	-4.8%	52.3%	(2.7)	-5.2%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$5,642,064	\$5,663,308	(\$21,244)	-0.4%	\$5,445,488	\$196,576	3.6%
Comp	\$47,354	\$46,721	\$633	1.4%	\$46,721	\$633	1.4%
28 Day	\$405,204	\$321,833	\$83,371	25.9%	\$321,833	\$83,371	25.9%
Total Revenue	\$6,094,622	\$6,031,862	\$62,760	1.0%	\$5,814,042	\$280,580	4.8%
Average Rates							
Cash	\$51.41	\$51.41	\$0.00	0.0%	\$51.91	(\$0.50)	-1.0%
Comp	\$53.51	\$48.42	\$5.09	10.5%	\$48.42	\$5.09	10.5%
28 Day	\$22.06	\$19.07	\$2.99	15.7%	\$19.07	\$2.99	15.7%

Reno-Sparks Convention and Visitors Authority

28 Day Motel Statistics - Year To Date

October 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	40,675	40,449	226	0.6%	41,066	(391)	-1.0%
Comp	8	31	(23)	-74.2%	31	(23)	-74.2%
28 Day	282,013	270,427	11,586	4.3%	284,660	(2,647)	-0.9%
Total Occupied Rooms	322,696	310,907	11,789	3.8%	325,757	(3,061)	-0.9%
Vacant	178,620	210,656	(32,036)	-15.2%	191,286	(12,666)	-6.6%
Total Available Rooms	501,316	521,563	(20,247)	-3.9%	517,043	(15,727)	-3.0%
Percentage of Occupancy							
Cash	8.1%	7.8%	0.3	3.8%	7.9%	0.2	2.5%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	56.3%	51.8%	4.5	8.7%	55.1%	1.2	2.2%
Total Occupancy Percentage	64.4%	59.6%	4.8	8.1%	63.0%	1.4	2.2%
Vacant	35.6%	40.4%	(4.8)	-11.9%	37.0%	(1.4)	-3.8%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$1,044,735	\$1,106,881	(\$62,146)	-5.6%	\$1,153,000	(\$108,265)	-9.4%
Comp	\$185	\$450	(\$265)	-58.9%	\$450	(\$265)	-58.9%
28 Day	\$5,029,527	\$4,913,169	\$116,358	2.4%	\$5,217,974	(\$188,447)	-3.6%
Total Revenue	\$6,074,447	\$6,020,500	\$53,947	0.9%	\$6,371,424	(\$296,977)	-4.7%
Average Rates							
Cash	\$25.68	\$27.36	(\$1.68)	-6.1%	\$28.08	(\$2.40)	-8.5%
Comp	\$23.13	\$14.52	\$8.61	59.3%	\$14.52	\$8.61	59.3%
28 Day	\$17.83	\$18.17	(\$0.34)	-1.9%	\$18.33	(\$0.50)	-2.7%

Reno-Sparks Convention and Visitors Authority

RV Park Statistics - Year To Date

October 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	33,445	36,398	(2,953)	-8.1%	34,830	(1,385)	-4.0%
Comp	612	530	82	15.5%	530	82	15.5%
28 Day	94,177	91,317	2,860	3.1%	91,317	2,860	3.1%
Total Occupied Rooms	128,234	128,245	(11)	0.0%	126,677	1,557	1.2%
Vacant	90,765	91,616	(851)	-0.9%	93,061	(2,296)	-2.5%
Total Available Rooms	218,999	219,861	(862)	-0.4%	219,738	(739)	-0.3%
Percentage of Occupancy							
Cash	15.3%	16.6%	(1.3)	-7.8%	15.9%	(0.6)	-3.8%
Comp	0.3%	0.2%	0.1	50.0%	0.2%	0.1	50.0%
28 Day	43.0%	41.5%	1.5	3.6%	41.6%	1.4	3.4%
Total Occupancy Percentage	58.6%	58.3%	0.3	0.5%	57.6%	1.0	1.7%
Vacant	41.4%	41.7%	(0.3)	-0.7%	42.4%	(1.0)	-2.4%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$1,142,018	\$1,306,382	(\$164,364)	-12.6%	\$1,250,127	(\$108,109)	-8.6%
Comp	\$17,329	\$14,778	\$2,551	17.3%	\$14,779	\$2,550	17.3%
28 Day	\$1,249,795	\$1,194,994	\$54,801	4.6%	\$1,194,994	\$54,801	4.6%
Total Revenue	\$2,409,142	\$2,516,154	(\$107,012)	-4.3%	\$2,459,900	(\$50,758)	-2.1%
Average Rates							
Cash	\$34.15	\$35.89	(\$1.74)	-4.8%	\$35.89	(\$1.74)	-4.8%
Comp	\$28.32	\$27.88	\$0.44	1.6%	\$27.88	\$0.44	1.6%
28 Day	\$13.27	\$13.09	\$0.18	1.4%	\$13.09	\$0.18	1.4%

Reno-Sparks Convention and Visitors Authority

Vacation Rental Statistics - Year To Date

October 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	8,606	7,509	1,097	14.6%	7,904	702	8.9%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	25,165	24,735	430	1.7%	24,735	430	1.7%
Total Occupied Rooms	33,771	32,244	1,527	4.7%	32,639	1,132	3.5%
Vacant	57,043	46,353	10,690	23.1%	41,260	15,783	38.3%
Total Available Rooms	90,814	78,597	12,217	15.5%	73,899	16,915	22.9%
Percentage of Occupancy							
Cash	9.5%	9.6%	(0.1)	-1.0%	10.7%	(1.2)	-11.2%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	27.7%	31.5%	(3.8)	-12.1%	33.5%	(5.8)	-17.3%
Total Occupancy Percentage	37.2%	41.0%	(3.8)	-9.3%	44.2%	(7.0)	-15.8%
Vacant	62.8%	59.0%	3.8	6.4%	55.8%	7.0	12.5%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$2,434,874	\$2,668,128	(\$233,254)	-8.7%	\$2,541,074	(\$106,200)	-4.2%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$1,120,544	\$1,087,505	\$33,039	3.0%	\$1,087,505	\$33,039	3.0%
Total Revenue	\$3,555,418	\$3,755,633	(\$200,215)	-5.3%	\$3,628,579	(\$73,161)	-2.0%
Average Rates							
Cash	\$282.93	\$355.32	(\$72.39)	-20.4%	\$321.49	(\$38.56)	-12.0%
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$44.53	\$43.97	\$0.56	1.3%	\$43.97	\$0.56	1.3%

Reno-Sparks Convention and Visitors Authority

Timeshare Statistics - Year To Date

October 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	22,651	20,783	1,868	9.0%	21,207	1,444	6.8%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	54	-	54	100.0%	-	54	100.0%
Total Occupied Rooms	22,705	20,783	1,922	9.2%	21,207	1,498	7.1%
Vacant	46,073	48,097	(2,024)	-4.2%	51,486	(5,413)	-10.5%
Total Available Rooms	68,778	68,880	(102)	-0.1%	72,693	(3,915)	-5.4%
Percentage of Occupancy							
Cash	32.9%	30.2%	2.7	8.9%	29.2%	3.7	12.7%
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	33.0%	30.2%	2.8	9.3%	29.2%	3.8	13.0%
Vacant	67.0%	69.8%	(2.8)	-4.0%	70.8%	(3.8)	-5.4%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$698,779	\$601,902	\$96,877	16.1%	\$547,184	\$151,595	27.7%
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	\$700,885	\$601,902	\$98,983	16.4%	\$547,184	\$153,701	28.1%
Average Rates							
Cash	\$30.85	\$28.96	\$1.89	6.5%	\$25.80	\$5.05	19.6%
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
October 2011**

Current Month Actual October 2011	Last Year Actual October 2010			Tax District	Year To Date Actual July 2011 - October 2011	Last Year - Year To Date Actual July 2010 - October 2010		
	Amount	Amount	Increase (Decrease) % Percent			Amount	Amount	Increase (Decrease) % Percent
8,979,717	8,940,619	39,099	0.4%	Reno B	45,384,071	44,619,196	764,875	1.7%
5,283,781	5,216,100	67,682	1.3%	Reno D	26,004,582	25,159,915	844,667	3.4%
47,318	62,079	(14,761)	-23.8%	Reno E	251,716	303,297	(51,581)	-17.0%
14,310,817	14,218,797	92,019	0.6%	Total Reno	71,640,369	70,082,409	1,557,961	2.2%
31,878	33,341	(1,462)	-4.4%	Washoe A	125,050	127,972	(2,922)	-2.3%
1,684,788	1,531,265	153,523	10.0%	Washoe B	15,404,317	14,393,152	1,011,166	7.0%
1,716,666	1,564,606	152,060	9.7%	Total Washoe Co.	15,529,368	14,521,124	1,008,244	6.9%
1,560,213	1,842,233	(282,020)	-15.3%	Sparks	9,836,801	9,238,155	598,646	6.5%
17,587,696	17,625,636	(37,940)	-0.2%	Total Taxable Revenue	97,006,538	93,841,688	3,164,851	3.4%

<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
October 2011**

Current Month Actual October 2011	Last Year Actual October 2010			Tax District	Year To Date Actual July 2011 - October 2011	Last Year - Year To Date Actual July 2010 - October 2010		
	Amount	Amount	Increase (Decrease) % Percent			Amount	Amount	% Percent
121,181	122,664	(1,483)	-1.2%	Reno B	566,155	552,935	13,220	2.4%
95,989	95,403	586	0.6%	Reno D	423,111	419,035	4,076	1.0%
1,957	2,529	(572)	-22.6%	Reno E	8,996	10,834	(1,838)	-17.0%
219,127	220,596	(1,469)	-0.7%	Total Reno	998,262	982,804	15,458	1.6%
1,043	1,252	(209)	-16.7%	Washoe A	3,698	4,443	(745)	-16.8%
11,915	10,304	1,611	15.6%	Washoe B	73,528	66,180	7,348	11.1%
12,958	11,556	1,402	12.1%	Total Washoe Co.	77,226	70,623	6,603	9.3%
29,196	29,825	(629)	-2.1%	Sparks	154,630	144,745	9,885	6.8%
261,281	261,977	(696)	-0.3%	Total Taxable Rooms	1,230,118	1,198,172	31,946	2.7%

<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
October 2011**

Current Month Actual October 2011	Last Year Actual October 2010			Tax District	Year To Date Actual July 2011 - October 2011	Last Year - Year To Date Actual July 2010 - October 2010		
	Amount	Amount	Increase (Decrease) % Percent			Amount	Amount	Increase (Decrease) % Percent
\$74.10	\$72.89	\$1.21	1.7%	Reno B	\$80.16	\$80.70	-\$0.53	-0.7%
\$55.05	\$54.67	\$0.37	0.7%	Reno D	\$61.46	\$60.04	\$1.42	2.4%
\$24.18	\$24.55	-\$0.37	-1.5%	Reno E	\$27.98	\$27.99	-\$0.01	-0.1%
\$65.31	\$64.46	\$1.22	1.9%	Total Reno	\$71.77	\$71.31	\$0.87	1.2%
\$30.56	\$26.63	\$3.93	14.8%	Washoe A	\$33.82	\$28.80	\$5.01	17.4%
\$141.40	\$148.61	-\$7.21	-4.9%	Washoe B	\$209.50	\$217.48	-\$7.98	-3.7%
\$132.48	\$135.39	-\$3.27	-2.4%	Total Washoe Co.	\$201.09	\$205.61	-\$2.97	-1.4%
\$53.44	\$61.77	-\$8.33	-13.5%	Sparks	\$63.62	\$63.82	-\$0.21	-0.3%
\$67.31	\$67.28	\$0.03	0.1%	Total Average Daily Rate	\$78.86	\$78.32	\$0.54	0.7%

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