

RENO-SPARKS CONVENTION & VISITORS AUTHORITY

December 2011

Room Statistics

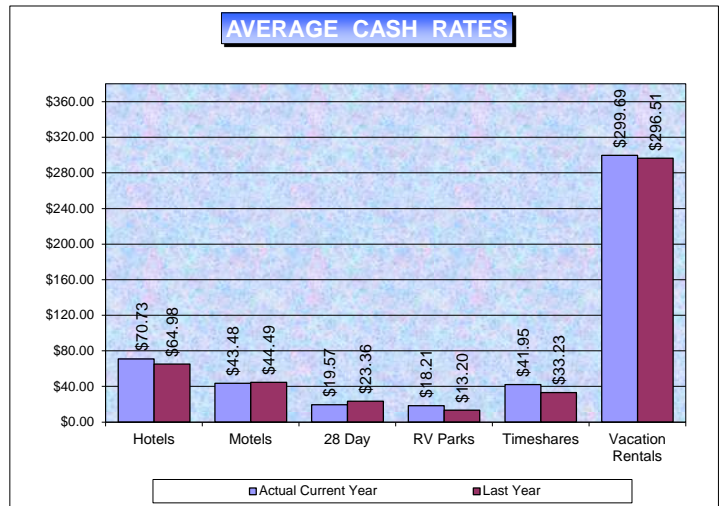
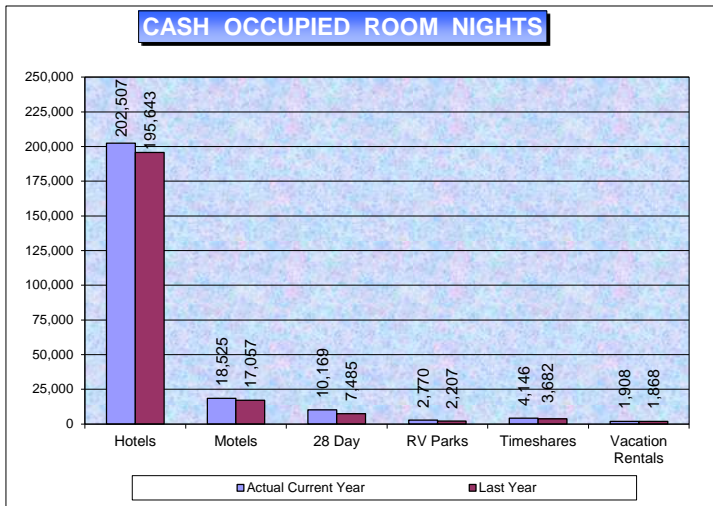
Taxable room revenues for the month total \$16,124,791 are above prior year by \$1,772,520 (12.4%). Cash occupied room nights of 240,025 are above prior year by 12,083 (5.3%). Comp occupied room nights of 63,005 are above prior year by 65 (0.1%), and 28-day occupied room nights of 104,879 are below prior year by 1,348 (-1.3%). Total occupied rooms for the month (Cash, Comp, 28-day) of 407,909 are 10,800 (2.7%) above the prior year.

Overall, Washoe County occupancy percentages of 53.4% for the month are 2.1% above the 52.3% level of the prior year. There were 3,703 (0.5%) more available rooms for the month compared to the prior year.

Overall cash average rates for the month of \$67.18 are up \$4.22 (6.7%), compared to \$62.96 for the prior year.

Year-to-date cash occupied room nights of 1,690,589 are 57,462 (3.5%) above prior year. Cash average rates year-to-date of \$75.36 are \$1.70 (2.3%) above the prior year. Year-to-date, total taxable room revenues of \$127,405,966 are \$7,111,247 (5.9%) above prior year.

Segments	Available Rooms	Cash Occupied Rooms	Average Cash Rate		Increase (Decrease)	
			Actual	Last Year	Amount	% Percent
Hotels	483,594	202,507	\$70.73	\$64.98	\$5.75	8.8%
Motels	63,705	18,525	\$43.48	\$44.49	(\$1.01)	-2.3%
28 Day	120,986	10,169	\$19.57	\$23.36	(\$3.79)	-16.2%
RV Parks	53,971	2,770	\$18.21	\$13.20	\$5.01	38.0%
Timeshares	16,353	4,146	\$41.95	\$33.23	\$8.72	26.2%
Vacation Rentals	24,779	1,908	\$299.69	\$296.51	\$3.18	1.1%
Totals	763,388	240,025	\$67.18	\$62.96	\$4.22	6.7%



Attached please find the detail statistics for each market segment.

Reno-Sparks Convention and Visitors Authority

Combined Room Statistics

December 2011

Description	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Taxable Room Revenues	\$16,124,791	\$14,828,137	\$1,296,654	8.7%	\$14,352,271	\$1,772,520	12.4%
Occupied Rooms - Cash	240,025	232,598	7,427	3.2%	227,942	12,083	5.3%
Average Rate - Cash	\$67.18	\$63.75	\$3.43	5.4%	\$62.96	\$4.22	6.7%
Occupied Rooms							
Cash	240,025	232,598	7,427	3.2%	227,942	12,083	5.3%
Comp	63,005	64,195	(1,190)	-1.9%	62,940	65	0.1%
28 Day	104,879	102,584	2,295	2.2%	106,227	(1,348)	-1.3%
Total Occupied Rooms	407,909	399,377	8,532	2.1%	397,109	10,800	2.7%
Percentage of Occupancy							
Cash	31.4%	30.3%	1.1	3.6%	30.0%	1.4	4.7%
Comp	8.3%	8.4%	(0.1)	-1.2%	8.3%	-	0.0%
28 Day	13.7%	13.4%	0.3	2.2%	14.0%	(0.3)	-2.1%
Total Percentage of Occupancy	53.4%	52.1%	1.3	2.5%	52.3%	1.1	2.1%
Market Segments							
Occupied Rooms - Cash							
Hotels	202,507	199,626	2,881	1.4%	195,643	6,864	3.5%
Motels	18,525	17,910	615	3.4%	17,057	1,468	8.6%
28 Day Motels	10,169	7,373	2,796	37.9%	7,485	2,684	35.9%
R.V. Parks	2,770	2,306	464	20.1%	2,207	563	25.5%
Vacation Rentals	1,908	1,775	133	7.5%	1,868	40	2.1%
Timeshares	4,146	3,608	538	14.9%	3,682	464	12.6%
Total Occupied - Cash	240,025	232,598	7,427	3.2%	227,942	12,083	5.3%
Percentage of Occupancy - Cash							
Hotels	41.9%	41.8%	0.1	0.2%	41.0%	0.9	2.2%
Motels	29.1%	26.6%	2.5	9.4%	26.8%	2.3	8.6%
28 Day Motels	8.4%	5.7%	2.7	47.4%	5.8%	2.6	44.8%
R.V. Parks	5.1%	4.3%	0.8	18.6%	4.1%	1.0	24.4%
Vacation Rentals	7.7%	9.0%	(1.3)	-14.4%	9.6%	(1.9)	-19.8%
Timeshares	25.4%	20.8%	4.6	22.1%	22.5%	2.9	12.9%
Total Occupancy Percentage - Cash	31.4%	30.3%	1.1	3.6%	30.0%	1.4	4.7%
Average Rates - Cash							
Hotels	\$70.73	\$65.75	\$4.98	7.6%	\$64.98	\$5.75	8.8%
Motels	\$43.48	\$44.07	(\$0.59)	-1.3%	\$44.49	(\$1.01)	-2.3%
28 Day Motels	\$19.57	\$22.77	(\$3.20)	-14.1%	\$23.36	(\$3.79)	-16.2%
R.V. Parks	\$18.21	\$13.20	\$5.01	38.0%	\$13.20	\$5.01	38.0%
Vacation Rentals	\$299.69	\$327.65	(\$27.96)	-8.5%	\$296.51	\$3.18	1.1%
Timeshares	\$41.95	\$37.30	\$4.65	12.5%	\$33.23	\$8.72	26.2%
Total Cash Average Rate	\$67.18	\$63.75	\$3.43	5.4%	\$62.96	\$4.22	6.7%

Reno-Sparks Convention and Visitors Authority

Combined Room Statistics

December 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	240,025	232,598	7,427	3.2%	227,942	12,083	5.3%
Comp	63,005	64,195	(1,190)	-1.9%	62,940	65	0.1%
28 Day	104,879	102,584	2,295	2.2%	106,227	(1,348)	-1.3%
Total Occupied Rooms	407,909	399,377	8,532	2.1%	397,109	10,800	2.7%
Vacant	355,479	367,408	(11,929)	-3.2%	362,576	(7,097)	-2.0%
Total Available Rooms	763,388	766,785	(3,397)	-0.4%	759,685	3,703	0.5%
Percentage of Occupancy							
Cash	31.4%	30.3%	1.1	3.6%	30.0%	1.4	4.7%
Comp	8.3%	8.4%	(0.1)	-1.2%	8.3%	-	0.0%
28 Day	13.7%	13.4%	0.3	2.2%	14.0%	(0.3)	-2.1%
Total Occupancy Percentage	53.4%	52.1%	1.3	2.5%	52.3%	1.1	2.1%
Vacant	46.6%	47.9%	(1.3)	-2.7%	47.7%	(1.1)	-2.3%
Total (must equal 100.0%)	100.0%	100.0%	0.0	0.0%	100.0%	0.0	0.0%
Revenue							
Cash - Taxable	\$16,124,791	\$14,828,137	\$1,296,654	8.7%	\$14,352,271	\$1,772,520	12.4%
Comp	\$3,956,752	\$3,968,038	(\$11,286)	-0.3%	\$3,890,416	\$66,336	1.7%
28 Day	\$2,119,582	\$2,029,851	\$89,731	4.4%	\$2,098,046	\$21,536	1.0%
Total Revenue	\$22,201,125	\$20,826,026	\$1,375,099	6.6%	\$20,340,733	\$1,860,392	9.1%
Average Rates							
Cash	\$67.18	\$63.75	\$3.43	5.4%	\$62.96	\$4.22	6.7%
Comp	\$62.80	\$61.81	\$0.99	1.6%	\$61.81	\$0.99	1.6%
28 Day	\$20.21	\$19.79	\$0.42	2.1%	\$19.75	\$0.46	2.3%

Reno-Sparks Convention and Visitors Authority

Hotel Statistics

December 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	202,507	199,626	2,881	1.4%	195,643	6,864	3.5%
Comp	62,720	63,991	(1,271)	-2.0%	62,736	(16)	0.0%
28 Day	1,297	1,894	(597)	-31.5%	1,894	(597)	-31.5%
Total Occupied Rooms	266,524	265,511	1,013	0.4%	260,273	6,251	2.4%
Vacant	217,070	212,540	4,530	2.1%	217,061	9	0.0%
Total Available Rooms	483,594	478,051	5,543	1.2%	477,334	6,260	1.3%
Percentage of Occupancy							
Cash	41.9%	41.8%	0.1	0.2%	41.0%	0.9	2.2%
Comp	13.0%	13.4%	(0.4)	-3.0%	13.1%	(0.1)	-0.8%
28 Day	0.3%	0.4%	(0.1)	-25.0%	0.4%	(0.1)	-25.0%
Total Occupancy Percentage	55.1%	55.5%	(0.4)	-0.7%	54.5%	0.6	1.1%
Vacant	44.9%	44.5%	0.4	0.9%	45.5%	(0.6)	-1.3%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$14,324,253	\$13,124,423	\$1,199,830	9.1%	\$12,713,156	\$1,611,097	12.7%
Comp	\$3,943,397	\$3,958,702	(\$15,305)	-0.4%	\$3,881,080	\$62,317	1.6%
28 Day	\$90,329	\$102,680	(\$12,351)	-12.0%	\$102,680	(\$12,351)	-12.0%
Total Revenue	\$18,357,979	\$17,185,805	\$1,172,174	6.8%	\$16,696,916	\$1,661,063	9.9%
Average Rates							
Cash	\$70.73	\$65.75	\$4.98	7.6%	\$64.98	\$5.75	8.8%
Comp	\$62.87	\$61.86	\$1.01	1.6%	\$61.86	\$1.01	1.6%
28 Day	\$69.64	\$54.21	\$15.43	28.5%	\$54.21	\$15.43	28.5%

Reno-Sparks Convention and Visitors Authority

Motel Statistics

December 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	18,525	17,910	615	3.4%	17,057	1,468	8.6%
Comp	223	157	66	42.0%	157	66	42.0%
28 Day	4,304	4,375	(71)	-1.6%	4,375	(71)	-1.6%
Total Occupied Rooms	23,052	22,442	610	2.7%	21,589	1,463	6.8%
Vacant	40,653	44,890	(4,237)	-9.4%	41,983	(1,330)	-3.2%
Total Available Rooms	63,705	67,332	(3,627)	-5.4%	63,572	133	0.2%
Percentage of Occupancy							
Cash	29.1%	26.6%	2.5	9.4%	26.8%	2.3	8.6%
Comp	0.4%	0.2%	0.2	100.0%	0.2%	0.2	100.0%
28 Day	6.8%	6.5%	0.3	4.6%	6.9%	(0.1)	-1.4%
Total Occupancy Percentage	36.2%	33.3%	2.9	8.7%	34.0%	2.2	6.5%
Vacant	63.8%	66.7%	(2.9)	-4.3%	66.0%	(2.2)	-3.3%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$805,385	\$789,230	\$16,155	2.0%	\$758,875	\$46,510	6.1%
Comp	\$11,286	\$7,992	\$3,294	41.2%	\$7,992	\$3,294	41.2%
28 Day	\$83,301	\$89,044	(\$5,743)	-6.4%	\$89,044	(\$5,743)	-6.4%
Total Revenue	\$899,972	\$886,266	\$13,706	1.5%	\$855,911	\$44,061	5.1%
Average Rates							
Cash	\$43.48	\$44.07	(\$0.59)	-1.3%	\$44.49	(\$1.01)	-2.3%
Comp	\$50.61	\$50.90	(\$0.29)	-0.6%	\$50.90	(\$0.29)	-0.6%
28 Day	\$19.35	\$20.35	(\$1.00)	-4.9%	\$20.35	(\$1.00)	-4.9%

Reno-Sparks Convention and Visitors Authority

28 Day Motel Statistics

December 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	10,169	7,373	2,796	37.9%	7,485	2,684	35.9%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	70,708	69,223	1,485	2.1%	72,866	(2,158)	-3.0%
Total Occupied Rooms	80,877	76,596	4,281	5.6%	80,351	526	0.7%
Vacant	40,109	53,480	(13,371)	-25.0%	48,557	(8,448)	-17.4%
Total Available Rooms	120,986	130,076	(9,090)	-7.0%	128,908	(7,922)	-6.1%
Percentage of Occupancy							
Cash	8.4%	5.7%	2.7	47.4%	5.8%	2.6	44.8%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	58.4%	53.2%	5.2	9.8%	56.5%	1.9	3.4%
Total Occupancy Percentage	66.8%	58.9%	7.9	13.4%	62.3%	4.5	7.2%
Vacant	33.2%	41.1%	(7.9)	-19.2%	37.7%	(4.5)	-11.9%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$198,965	\$167,892	\$31,073	18.5%	\$174,887	\$24,078	13.8%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$1,310,505	\$1,295,697	\$14,808	1.1%	\$1,363,892	(\$53,387)	-3.9%
Total Revenue	\$1,509,470	\$1,463,589	\$45,881	3.1%	\$1,538,779	(\$29,309)	-1.9%
Average Rates							
Cash	\$19.57	\$22.77	(\$3.20)	-14.1%	\$23.36	(\$3.79)	-16.2%
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$18.53	\$18.72	(\$0.19)	-1.0%	\$18.72	(\$0.19)	-1.0%

Reno-Sparks Convention and Visitors Authority

RV Park Statistics

December 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	2,770	2,306	464	20.1%	2,207	563	25.5%
Comp	62	47	15	31.9%	47	15	31.9%
28 Day	22,089	21,024	1,065	5.1%	21,024	1,065	5.1%
Total Occupied Rooms	24,921	23,377	1,544	6.6%	23,278	1,643	7.1%
Vacant	29,050	30,780	(1,730)	-5.6%	30,848	(1,798)	-5.8%
Total Available Rooms	53,971	54,157	(186)	-0.3%	54,126	(155)	-0.3%
Percentage of Occupancy							
Cash	5.1%	4.3%	0.8	18.6%	4.1%	1.0	24.4%
Comp	0.1%	0.1%	-	0.0%	0.1%	-	0.0%
28 Day	40.9%	38.8%	2.1	5.4%	38.8%	2.1	5.4%
Total Occupancy Percentage	46.2%	43.2%	3.0	6.9%	43.0%	3.2	7.4%
Vacant	53.8%	56.8%	(3.0)	-5.3%	57.0%	(3.2)	-5.6%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$50,435	\$30,437	\$19,998	65.7%	\$29,126	\$21,309	73.2%
Comp	\$2,069	\$1,344	\$725	53.9%	\$1,344	\$725	53.9%
28 Day	\$312,296	\$273,401	\$38,895	14.2%	\$273,401	\$38,895	14.2%
Total Revenue	\$364,800	\$305,182	\$59,618	19.5%	\$303,871	\$60,929	20.1%
Average Rates							
Cash	\$18.21	\$13.20	\$5.01	38.0%	\$13.20	\$5.01	38.0%
Comp	\$33.37	\$28.60	\$4.77	16.7%	\$28.60	\$4.77	16.7%
28 Day	\$14.14	\$13.00	\$1.14	8.8%	\$13.00	\$1.14	8.8%

Reno-Sparks Convention and Visitors Authority

Vacation Rental Statistics

December 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	1,908	1,775	133	7.5%	1,868	40	2.1%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	6,481	6,068	413	6.8%	6,068	413	6.8%
Total Occupied Rooms	8,389	7,843	546	7.0%	7,936	453	5.7%
Vacant	16,390	11,966	4,424	37.0%	11,475	4,915	42.8%
Total Available Rooms	24,779	19,809	4,970	25.1%	19,411	5,368	27.7%
Percentage of Occupancy							
Cash	7.7%	9.0%	(1.3)	-14.4%	9.6%	(1.9)	-19.8%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	26.2%	30.6%	(4.4)	-14.4%	31.3%	(5.1)	-16.3%
Total Occupancy Percentage	33.9%	39.6%	(5.7)	-14.4%	40.9%	(7.0)	-17.1%
Vacant	66.1%	60.4%	5.7	9.4%	59.1%	7.0	11.8%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$571,816	\$581,581	(\$9,765)	-1.7%	\$553,887	\$17,929	3.2%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$323,151	\$269,029	\$54,122	20.1%	\$269,029	\$54,122	20.1%
Total Revenue	\$894,967	\$850,610	\$44,357	5.2%	\$822,916	\$72,051	8.8%
Average Rates							
Cash	\$299.69	\$327.65	(\$27.96)	-8.5%	\$296.51	\$3.18	1.1%
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$49.86	\$44.34	\$5.52	12.4%	\$44.34	\$5.52	12.4%

Reno-Sparks Convention and Visitors Authority

Timeshare Statistics

December 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	4,146	3,608	538	14.9%	3,682	464	12.6%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	-	-	-	0.0%	-	-	0.0%
Total Occupied Rooms	4,146	3,608	538	14.9%	3,682	464	12.6%
Vacant	12,207	13,752	(1,545)	-11.2%	12,652	(445)	-3.5%
Total Available Rooms	16,353	17,360	(1,007)	-5.8%	16,334	19	0.1%
Percentage of Occupancy							
Cash	25.4%	20.8%	4.6	22.1%	22.5%	2.9	12.9%
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	25.4%	20.8%	4.6	22.1%	22.5%	2.9	12.9%
Vacant	74.6%	79.2%	(4.6)	-5.8%	77.5%	(2.9)	-3.7%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$173,937	\$134,574	\$39,363	29.3%	\$122,340	\$51,597	42.2%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
Total Revenue	\$173,937	\$134,574	\$39,363	29.3%	\$122,340	\$51,597	42.2%
Average Rates							
Cash	\$41.95	\$37.30	\$4.65	12.5%	\$33.23	\$8.72	26.2%
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

December 2011

Description	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Taxable Room Revenues	\$127,405,966	\$125,156,642	\$2,249,324	1.8%	\$120,294,719	\$7,111,247	5.9%
Occupied Rooms - Cash	1,690,589	1,680,604	9,985	0.6%	1,633,127	57,462	3.5%
Average Rate - Cash	\$75.36	\$74.47	\$0.89	1.2%	\$73.66	\$1.70	2.3%
Occupied Rooms							
Cash	1,690,589	1,680,604	9,985	0.6%	1,633,127	57,462	3.5%
Comp	429,157	471,355	(42,198)	-9.0%	462,152	(32,995)	-7.1%
28 Day	633,325	612,529	20,796	3.4%	633,877	(552)	-0.1%
Total Occupied Rooms	2,753,071	2,764,488	(11,417)	-0.4%	2,729,156	23,915	0.9%
Percentage of Occupancy							
Cash	37.7%	36.8%	0.9	2.4%	36.4%	1.3	3.6%
Comp	9.6%	10.3%	(0.7)	-6.8%	10.3%	(0.7)	-6.8%
28 Day	14.1%	13.4%	0.7	5.2%	14.1%	-	0.0%
Total Percentage of Occupancy	61.4%	60.6%	0.8	1.3%	60.7%	0.7	1.2%
Market Segments							
Occupied Rooms - Cash							
Hotels	1,402,378	1,399,419	2,959	0.2%	1,358,825	43,553	3.2%
Motels	147,679	146,686	993	0.7%	139,700	7,979	5.7%
28 Day Motels	59,404	55,148	4,256	7.7%	55,989	3,415	6.1%
R.V. Parks	39,712	42,040	(2,328)	-5.5%	40,229	(517)	-1.3%
Vacation Rentals	10,980	9,692	1,288	13.3%	10,201	779	7.6%
Timeshares	30,436	27,619	2,817	10.2%	28,183	2,253	8.0%
Total Occupied - Cash	1,690,589	1,680,604	9,985	0.6%	1,633,127	57,462	3.5%
Percentage of Occupancy - Cash							
Hotels	50.3%	49.3%	1.0	2.0%	48.6%	1.7	3.5%
Motels	38.6%	36.7%	1.9	5.2%	36.6%	2.0	5.5%
28 Day Motels	7.9%	7.1%	0.8	11.3%	7.3%	0.6	8.2%
R.V. Parks	12.2%	12.9%	(0.7)	-5.4%	12.3%	(0.1)	-0.8%
Vacation Rentals	7.9%	8.2%	(0.3)	-3.7%	9.1%	(1.2)	-13.2%
Timeshares	30.0%	26.8%	3.2	11.9%	26.9%	3.1	11.5%
Total Occupancy Percentage - Cash	37.7%	36.8%	0.9	2.4%	36.4%	1.3	3.6%
Average Rates - Cash							
Hotels	\$80.89	\$79.27	\$1.62	2.0%	\$78.44	\$2.45	3.1%
Motels	\$48.69	\$48.98	(\$0.29)	-0.6%	\$49.45	(\$0.76)	-1.5%
28 Day Motels	\$24.05	\$26.04	(\$1.99)	-7.6%	\$26.71	(\$2.66)	-10.0%
R.V. Parks	\$31.75	\$33.35	(\$1.60)	-4.8%	\$33.35	(\$1.60)	-4.8%
Vacation Rental	\$285.44	\$347.10	(\$61.66)	-17.8%	\$314.08	(\$28.64)	-9.1%
Timeshares	\$31.52	\$30.15	\$1.37	4.5%	\$26.86	\$4.66	17.3%
Total Cash Average Rate	\$75.36	\$74.47	\$0.89	1.2%	\$73.66	\$1.70	2.3%

Reno-Sparks Convention and Visitors Authority

Combined Room Statistics - Year To Date

December 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	1,690,589	1,680,604	9,985	0.6%	1,633,127	57,462	3.5%
Comp	429,157	471,355	(42,198)	-9.0%	462,152	(32,995)	-7.1%
28 Day	633,325	612,529	20,796	3.4%	633,877	(552)	-0.1%
Total Occupied Rooms	2,753,071	2,764,488	(11,417)	-0.4%	2,729,156	23,915	0.9%
Vacant	1,732,584	1,796,827	(64,243)	-3.6%	1,763,384	(30,800)	-1.7%
Total Available Rooms	4,485,655	4,561,315	(75,660)	-1.7%	4,492,540	(6,885)	-0.2%
Percentage of Occupancy							
Cash	37.7%	36.8%	0.9	2.4%	36.4%	1.3	3.6%
Comp	9.6%	10.3%	(0.7)	-6.8%	10.3%	(0.7)	-6.8%
28 Day	14.1%	13.4%	0.7	5.2%	14.1%	-	0.0%
Total Occupancy Percentage	61.4%	60.6%	0.8	1.3%	60.7%	0.7	1.2%
Vacant	38.6%	39.4%	(0.8)	-2.0%	39.3%	(0.7)	-1.8%
Total (must equal 100.0%)	100.0%	100.0%	0.0	0.0%	100.0%	0.0	0.0%
Revenue							
Cash - Taxable	\$127,405,966	\$125,156,642	\$2,249,324	1.8%	\$120,294,719	\$7,111,247	5.9%
Comp	\$27,822,933	\$30,865,035	(\$3,042,102)	-9.9%	\$30,263,114	(\$2,440,181)	-8.1%
28 Day	\$12,237,172	\$11,787,707	\$449,465	3.8%	\$12,250,722	(\$13,550)	-0.1%
Total Revenue	\$167,466,071	\$167,809,384	(\$343,313)	-0.2%	\$162,808,555	\$4,657,516	2.9%
Average Rates							
Cash	\$75.36	\$74.47	\$0.89	1.2%	\$73.66	\$1.70	2.3%
Comp	\$64.83	\$65.48	(\$0.65)	-1.0%	\$65.48	(\$0.65)	-1.0%
28 Day	\$19.32	\$19.24	\$0.08	0.4%	\$19.33	(\$0.01)	-0.1%

Reno-Sparks Convention and Visitors Authority

Hotel Statistics - Year To Date

December 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	1,402,378	1,399,419	2,959	0.2%	1,358,825	43,553	3.2%
Comp	427,073	469,352	(42,279)	-9.0%	460,149	(33,076)	-7.2%
28 Day	8,258	11,043	(2,785)	-25.2%	11,043	(2,785)	-25.2%
Total Occupied Rooms	1,837,709	1,879,814	(42,105)	-2.2%	1,830,017	7,692	0.4%
Vacant	951,485	957,650	(6,165)	-0.6%	966,910	(15,425)	-1.6%
Total Available Rooms	2,789,194	2,837,464	(48,270)	-1.7%	2,796,927	(7,733)	-0.3%
Percentage of Occupancy							
Cash	50.3%	49.3%	1.0	2.0%	48.6%	1.7	3.5%
Comp	15.3%	16.5%	(1.2)	-7.3%	16.5%	(1.2)	-7.3%
28 Day	0.3%	0.4%	(0.1)	-25.0%	0.4%	(0.1)	-25.0%
Total Occupancy Percentage	65.9%	66.2%	(0.3)	-0.5%	65.4%	0.5	0.8%
Vacant	34.1%	33.8%	0.3	0.9%	34.6%	(0.5)	-1.4%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$113,432,437	\$110,936,859	\$2,495,578	2.2%	\$106,587,740	\$6,844,697	6.4%
Comp	\$27,732,385	\$30,785,689	(\$3,053,304)	-9.9%	\$30,182,046	(\$2,449,661)	-8.1%
28 Day	\$529,864	\$578,877	(\$49,013)	-8.5%	\$578,876	(\$49,012)	-8.5%
Total Revenue	\$141,694,686	\$142,301,425	(\$606,739)	-0.4%	\$137,348,662	\$4,346,024	3.2%
Average Rates							
Cash	\$80.89	\$79.27	\$1.62	2.0%	\$78.44	\$2.45	3.1%
Comp	\$64.94	\$65.59	(\$0.65)	-1.0%	\$65.59	(\$0.65)	-1.0%
28 Day	\$64.16	\$52.42	\$11.74	22.4%	\$52.42	\$11.74	22.4%

Reno-Sparks Convention and Visitors Authority

Motel Statistics - Year To Date

December 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	147,679	146,686	993	0.7%	139,700	7,979	5.7%
Comp	1,356	1,295	61	4.7%	1,295	61	4.7%
28 Day	27,169	25,611	1,558	6.1%	25,611	1,558	6.1%
Total Occupied Rooms	176,204	173,592	2,612	1.5%	166,606	9,598	5.8%
Vacant	206,747	226,056	(19,309)	-8.5%	215,599	(8,852)	-4.1%
Total Available Rooms	382,951	399,648	(16,697)	-4.2%	382,205	746	0.2%
Percentage of Occupancy							
Cash	38.6%	36.7%	1.9	5.2%	36.6%	2.0	5.5%
Comp	0.4%	0.3%	0.1	33.3%	0.3%	0.1	33.3%
28 Day	7.1%	6.4%	0.7	10.9%	6.7%	0.4	6.0%
Total Occupancy Percentage	46.0%	43.4%	2.6	6.0%	43.6%	2.4	5.5%
Vacant	54.0%	56.6%	(2.6)	-4.6%	56.4%	(2.4)	-4.3%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$7,190,149	\$7,185,097	\$5,052	0.1%	\$6,908,747	\$281,402	4.1%
Comp	\$70,149	\$60,881	\$9,268	15.2%	\$62,602	\$7,547	12.1%
28 Day	\$591,547	\$480,680	\$110,867	23.1%	\$500,364	\$91,183	18.2%
Total Revenue	\$7,851,845	\$7,726,658	\$125,187	1.6%	\$7,471,713	\$380,132	5.1%
Average Rates							
Cash	\$48.69	\$48.98	(\$0.29)	-0.6%	\$49.45	(\$0.76)	-1.5%
Comp	\$51.73	\$47.01	\$4.72	10.0%	\$48.34	\$3.39	7.0%
28 Day	\$21.77	\$18.77	\$3.00	16.0%	\$19.54	\$2.23	11.4%

Reno-Sparks Convention and Visitors Authority

28 Day Motel Statistics - Year To Date

December 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	59,404	55,148	4,256	7.7%	55,989	3,415	6.1%
Comp	8	31	(23)	-74.2%	31	(23)	-74.2%
28 Day	421,578	405,621	15,957	3.9%	426,969	(5,391)	-1.3%
Total Occupied Rooms	480,990	460,800	20,190	4.4%	482,989	(1,999)	-0.4%
Vacant	266,253	316,359	(50,106)	-15.8%	287,779	(21,526)	-7.5%
Total Available Rooms	747,243	777,159	(29,916)	-3.8%	770,768	(23,525)	-3.1%
Percentage of Occupancy							
Cash	7.9%	7.1%	0.8	11.3%	7.3%	0.6	8.2%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	56.4%	52.2%	4.2	8.0%	55.4%	1.0	1.8%
Total Occupancy Percentage	64.4%	59.3%	5.1	8.6%	62.7%	1.7	2.7%
Vacant	35.6%	40.7%	(5.1)	-12.5%	37.3%	(1.7)	-4.6%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$1,428,786	\$1,435,788	(\$7,002)	-0.5%	\$1,495,611	(\$66,825)	-4.5%
Comp	\$185	\$450	(\$265)	-58.9%	\$450	(\$265)	-58.9%
28 Day	\$7,548,559	\$7,387,715	\$160,844	2.2%	\$7,831,046	(\$282,487)	-3.6%
Total Revenue	\$8,977,530	\$8,823,953	\$153,577	1.7%	\$9,327,107	(\$349,577)	-3.7%
Average Rates							
Cash	\$24.05	\$26.04	(\$1.99)	-7.6%	\$26.71	(\$2.66)	-10.0%
Comp	\$23.13	\$14.52	\$8.61	59.3%	\$14.52	\$8.61	59.3%
28 Day	\$17.91	\$18.21	(\$0.30)	-1.6%	\$18.34	(\$0.43)	-2.3%

Reno-Sparks Convention and Visitors Authority

RV Park Statistics - Year To Date

December 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	39,712	42,040	(2,328)	-5.5%	40,229	(517)	-1.3%
Comp	720	677	43	6.4%	677	43	6.4%
28 Day	138,430	133,558	4,872	3.6%	133,558	4,872	3.6%
Total Occupied Rooms	178,862	176,275	2,587	1.5%	174,464	4,398	2.5%
Vacant	146,338	150,153	(3,815)	-2.5%	151,780	(5,442)	-3.6%
Total Available Rooms	325,200	326,428	(1,228)	-0.4%	326,244	(1,044)	-0.3%
Percentage of Occupancy							
Cash	12.2%	12.9%	(0.7)	-5.4%	12.3%	(0.1)	-0.8%
Comp	0.2%	0.2%	-	0.0%	0.2%	-	0.0%
28 Day	42.6%	40.9%	1.7	4.2%	40.9%	1.7	4.2%
Total Occupancy Percentage	55.0%	54.0%	1.0	1.9%	53.5%	1.5	2.8%
Vacant	45.0%	46.0%	(1.0)	-2.2%	46.5%	(1.5)	-3.2%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$1,261,026	\$1,402,030	(\$141,004)	-10.1%	\$1,341,656	(\$80,630)	-6.0%
Comp	\$20,214	\$18,015	\$2,199	12.2%	\$18,016	\$2,198	12.2%
28 Day	\$1,837,447	\$1,730,204	\$107,243	6.2%	\$1,730,204	\$107,243	6.2%
Total Revenue	\$3,118,687	\$3,150,249	(\$31,562)	-1.0%	\$3,089,876	\$28,811	0.9%
Average Rates							
Cash	\$31.75	\$33.35	(\$1.60)	-4.8%	\$33.35	(\$1.60)	-4.8%
Comp	\$28.08	\$26.61	\$1.47	5.5%	\$26.61	\$1.47	5.5%
28 Day	\$13.27	\$12.95	\$0.32	2.5%	\$12.95	\$0.32	2.5%

Reno-Sparks Convention and Visitors Authority

Vacation Rental Statistics - Year To Date

December 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	10,980	9,692	1,288	13.3%	10,201	779	7.6%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	37,836	36,696	1,140	3.1%	36,696	1,140	3.1%
Total Occupied Rooms	48,816	46,388	2,428	5.2%	46,897	1,919	4.1%
Vacant	90,833	71,188	19,645	27.6%	64,920	25,913	39.9%
Total Available Rooms	139,649	117,576	22,073	18.8%	111,817	27,832	24.9%
Percentage of Occupancy							
Cash	7.9%	8.2%	(0.3)	-3.7%	9.1%	(1.2)	-13.2%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	27.1%	31.2%	(4.1)	-13.1%	32.8%	(5.7)	-17.4%
Total Occupancy Percentage	35.0%	39.5%	(4.5)	-11.4%	41.9%	(6.9)	-16.5%
Vacant	65.0%	60.5%	4.5	7.4%	58.1%	6.9	11.9%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$3,134,156	\$3,364,088	(\$229,932)	-6.8%	\$3,203,893	(\$69,737)	-2.2%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$1,727,649	\$1,610,231	\$117,418	7.3%	\$1,610,232	\$117,417	7.3%
Total Revenue	\$4,861,805	\$4,974,319	(\$112,514)	-2.3%	\$4,814,125	\$47,680	1.0%
Average Rates							
Cash	\$285.44	\$347.10	(\$61.66)	-17.8%	\$314.08	(\$28.64)	-9.1%
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$45.66	\$43.88	\$1.78	4.1%	\$43.88	\$1.78	4.1%

Reno-Sparks Convention and Visitors Authority

Timeshare Statistics - Year To Date

December 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	30,436	27,619	2,817	10.2%	28,183	2,253	8.0%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	54	-	54	100.0%	-	54	100.0%
Total Occupied Rooms	30,490	27,619	2,871	10.4%	28,183	2,307	8.2%
Vacant	70,928	75,421	(4,493)	-6.0%	76,396	(5,468)	-7.2%
Total Available Rooms	101,418	103,040	(1,622)	-1.6%	104,579	(3,161)	-3.0%
Percentage of Occupancy							
Cash	30.0%	26.8%	3.2	11.9%	26.9%	3.1	11.5%
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	30.1%	26.8%	3.3	12.3%	26.9%	3.2	11.9%
Vacant	69.9%	73.2%	(3.3)	-4.5%	73.1%	(3.2)	-4.4%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$959,412	\$832,780	\$126,632	15.2%	\$757,072	\$202,340	26.7%
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	\$961,518	\$832,780	\$128,738	15.5%	\$757,072	\$204,446	27.0%
Average Rates							
Cash	\$31.52	\$30.15	\$1.37	4.5%	\$26.86	\$4.66	17.3%
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
December 2011**

Current Month Actual December 2011	Last Year Actual December 2010			Tax District	Year To Date Actual July 2011 - December 2011	Last Year - Year To Date Actual July 2010 - December 2010		
	Amount	Amount	Increase (Decrease) % Percent			Amount	Amount	% Percent
7,567,313	6,690,367	876,946	13.1%	Reno B	60,610,257	58,039,055	2,571,202	4.4%
4,508,150	3,938,675	569,475	14.5%	Reno D	34,087,636	32,338,129	1,749,507	5.4%
55,744	51,048	4,696	9.2%	Reno E	354,271	402,182	(47,910)	-11.9%
12,131,207	10,680,090	1,451,117	13.6%	Total Reno	95,052,164	90,779,365	4,272,799	4.7%
10,627	11,859	(1,232)	-10.4%	Washoe A	152,893	153,380	(487)	-0.3%
2,450,243	2,306,093	144,150	6.3%	Washoe B	18,695,964	17,563,690	1,132,274	6.4%
2,460,870	2,317,952	142,918	6.2%	Total Washoe Co.	18,848,857	17,717,070	1,131,787	6.4%
1,532,713	1,354,228	178,485	13.2%	Sparks	13,504,945	11,798,284	1,706,660	14.5%
16,124,791	14,352,271	1,772,520	12.4%	Total Taxable Revenue	127,405,966	120,294,719	7,111,247	5.9%

<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
December 2011**

Current Month Actual December 2011	Last Year Actual December 2010			Tax District	Year To Date Actual July 2011 - December 2011	Last Year - Year To Date Actual July 2010 - December 2010		
	Amount	Amount	Increase (Decrease) % Percent			Amount	Amount	% Percent
119,222	111,858	7,364	6.6%	Reno B	799,582	776,270	23,312	3.0%
79,442	76,730	2,712	3.5%	Reno D	564,916	559,263	5,653	1.0%
2,138	1,901	237	12.5%	Reno E	13,168	14,761	(1,593)	-10.8%
200,802	190,489	10,313	5.4%	Total Reno	1,377,666	1,350,294	27,372	2.0%
375	610	(235)	-38.5%	Washoe A	4,665	5,581	(916)	-16.4%
12,568	12,393	175	1.4%	Washoe B	93,169	85,613	7,556	8.8%
12,943	13,003	(60)	-0.5%	Total Washoe Co.	97,834	91,194	6,640	7.3%
26,280	24,450	1,830	7.5%	Sparks	215,089	191,639	23,450	12.2%
240,025	227,942	12,083	5.3%	Total Taxable Rooms	1,690,589	1,633,127	57,462	3.5%

<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
December 2011**

Current Month Actual December 2011	Last Year Actual December 2010			Tax District	Year To Date Actual July 2011 - December 2011	Last Year - Year To Date Actual July 2010 - December 2010		
	Amount	Amount	Increase (Decrease) % Percent			Amount	Amount	% Percent
\$63.47	\$59.81	\$3.66	6.1%	Reno B	\$75.80	\$74.77	\$1.04	1.4%
\$56.75	\$51.33	\$5.42	10.6%	Reno D	\$60.34	\$57.82	\$2.52	4.4%
\$26.07	\$26.85	-\$0.78	-2.9%	Reno E	\$26.90	\$27.25	-\$0.34	-1.3%
\$60.41	\$56.07	\$8.30	14.8%	Total Reno	\$69.00	\$67.23	\$3.21	4.8%
\$28.34	\$19.44	\$8.90	45.8%	Washoe A	\$32.77	\$27.48	\$5.29	19.3%
\$194.96	\$186.08	\$8.88	4.8%	Washoe B	\$200.67	\$205.15	-\$4.48	-2.2%
\$190.13	\$178.26	\$17.78	10.0%	Total Washoe Co.	\$192.66	\$194.28	\$0.81	0.4%
\$58.32	\$55.39	\$2.93	5.3%	Sparks	\$62.79	\$61.57	\$1.22	2.0%
\$67.18	\$62.96	\$4.22	6.7%	Total Average Daily Rate	\$75.36	\$73.66	\$1.70	2.3%

<u>Tax District</u>	<u>Location</u>
Reno B	Suburban Reno
Reno D	Downtown Reno
Reno E	1 Mile Radius from Downtown
Sparks	City of Sparks
Washoe A	Washoe County except Incline
Washoe B	Incline Village