

RENO-SPARKS CONVENTION & VISITORS AUTHORITY

January 2011

Room Statistics

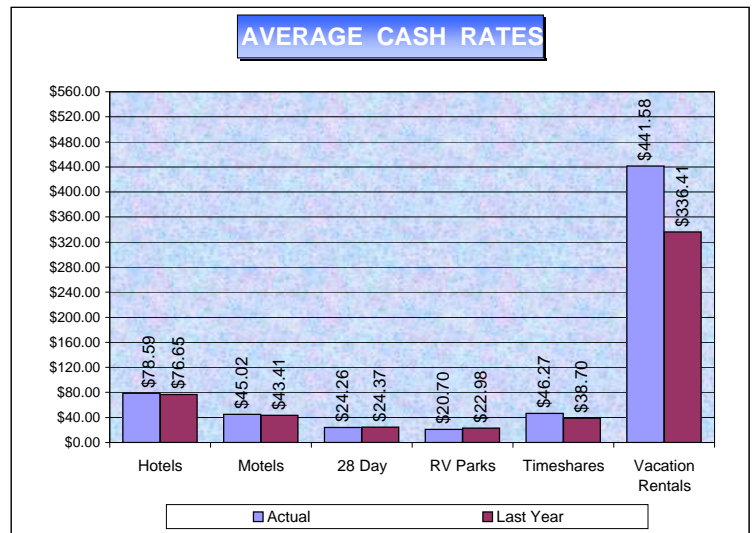
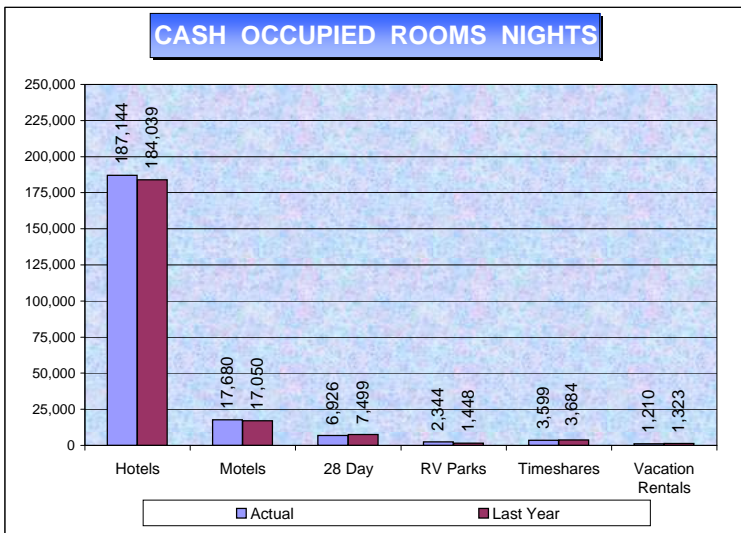
Taxable room revenues for the month total \$16,421,855 and are above prior year by \$772,267 (4.9%). Cash occupied room nights of 218,903 are above prior year by 3,860 (1.8%). Comp occupied room nights of 59,978 are below prior year by 675 (-1.1%), and 28-Day occupied room nights of 103,589 are below prior year by 2,716 (-2.6%). Total occupied rooms for the month (Cash, Comp, 28-day) of 382,470 are 469 (0.1%) above the prior year.

Overall, Washoe County occupancy percentages of 51.2% for the month are 1.8% above the 50.3% level of the prior year. There were 12,696 (-1.7%) less available rooms for the month compared to January 2010.

Overall cash average rates for the month of \$75.02 are up \$2.25 (3.1%), compared to \$72.77 for January 2010.

Year-to-date cash occupied room nights of 1,852,030 are 45,683 (-2.4%) below prior year. Cash average rates year-to-date of \$73.82 are \$1.02 (1.4%) above prior year. Year-to-date, total taxable room revenues of \$136,716,575 are \$1,435,875 (-1.0%) below prior year.

Segments	Available Rooms	Total Occupied Rooms	Percentage of Occupancy		Increase (Decrease)	
			Actual	Last Year	Amount	% Percent
Hotels	460,642	248,482	53.9%	52.1%	1.8	3.5%
Motels	63,922	21,749	34.0%	31.3%	2.7	8.6%
28 Day	128,548	77,608	60.4%	60.5%	(0.1)	-0.2%
RV Parks	54,157	23,592	43.6%	44.3%	(0.7)	-1.6%
Timeshares	18,287	3,599	19.7%	25.8%	(6.1)	-23.6%
Vacation Rentals	21,297	7,440	34.9%	36.7%	(1.8)	-4.9%
Totals	746,853	382,470	51.2%	50.3%	0.9	1.8%



Attached please find the detail statistics for each market segment.

Reno-Sparks Convention and Visitors Authority

Combined Room Statistics

January 2011

Description	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Taxable Room Revenues	\$16,421,855	\$14,832,773	\$1,589,082	10.7%	\$15,649,588	\$772,267	4.9%
Occupied Rooms - Cash	218,903	204,334	14,569	7.1%	215,043	3,860	1.8%
Average Rate - Cash	\$75.02	\$72.59	\$2.43	3.3%	\$72.77	\$2.25	3.1%
Occupied Rooms							
Cash	218,903	204,334	14,569	7.1%	215,043	3,860	1.8%
Comp	59,978	61,861	(1,883)	-3.0%	60,653	(675)	-1.1%
28 Day	103,589	104,581	(992)	-0.9%	106,305	(2,716)	-2.6%
Total Occupied Rooms	382,470	370,776	11,694	3.2%	382,001	469	0.1%
Percentage of Occupancy							
Cash	29.3%	26.3%	3.0	11.4%	28.3%	1.0	3.5%
Comp	8.0%	8.0%	-	0.0%	8.0%	-	0.0%
28 Day	13.9%	13.5%	0.4	3.0%	14.0%	(0.1)	-0.7%
Total Percentage of Occupancy	51.2%	47.8%	3.4	7.1%	50.3%	0.9	1.8%
Market Segments							
Occupied Rooms - Cash							
Hotels	187,144	176,271	10,873	6.2%	184,039	3,105	1.7%
Motels	17,680	14,382	3,298	22.9%	17,050	630	3.7%
28 Day Motels	6,926	7,285	(359)	-4.9%	7,499	(573)	-7.6%
R.V. Parks	2,344	1,439	905	62.9%	1,448	896	61.9%
Vacation Rentals	1,210	1,310	(100)	-7.6%	1,323	(113)	-8.5%
Timeshares	3,599	3,647	(48)	-1.3%	3,684	(85)	-2.3%
Total Occupied - Cash	218,903	204,334	14,569	7.1%	215,043	3,860	1.8%
Percentage of Occupancy - Cash							
Hotels	40.6%	36.5%	4.1	11.2%	39.0%	1.6	4.1%
Motels	27.7%	21.2%	6.5	30.7%	25.2%	2.5	9.9%
28 Day Motels	5.4%	5.4%	0.0	0.0%	5.6%	(0.2)	-3.6%
R.V. Parks	4.3%	2.7%	1.6	59.3%	2.7%	1.6	59.3%
Vacation Rentals	5.7%	6.7%	(1.0)	-14.9%	7.3%	(1.6)	-21.9%
Timeshares	19.7%	21.0%	(1.3)	-6.2%	25.8%	(6.1)	-23.6%
Total Occupancy Percentage - Cash	29.3%	26.3%	3.0	11.4%	28.3%	1.0	3.5%
Average Rates - Cash							
Hotels	\$78.59	\$75.80	\$2.79	3.7%	\$76.65	\$1.94	2.5%
Motels	\$45.02	\$47.44	(\$2.42)	-5.1%	\$43.41	\$1.61	3.7%
28 Day Motels	\$24.26	\$24.25	\$0.01	0.0%	\$24.37	(\$0.11)	-0.5%
R.V. Parks	\$20.70	\$23.82	(\$3.12)	-13.1%	\$22.98	(\$2.28)	-9.9%
Vacation Rentals	\$441.58	\$334.65	\$106.93	32.0%	\$336.41	\$105.17	31.3%
Timeshares	\$46.27	\$38.50	\$7.77	20.2%	\$38.70	\$7.57	19.6%
Total Cash Average Rate	\$75.02	\$72.59	\$2.43	3.3%	\$72.77	\$2.25	3.1%

Reno-Sparks Convention and Visitors Authority
Combined Room Statistics
January 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	218,903	204,334	14,569	7.1%	215,043	3,860	1.8%
Comp	59,978	61,861	(1,883)	-3.0%	60,653	(675)	-1.1%
28 Day	103,589	104,581	(992)	-0.9%	106,305	(2,716)	-2.6%
Total Occupied Rooms	382,470	370,776	11,694	3.2%	382,001	469	0.1%
Vacant	364,383	404,937	(40,554)	-10.0%	377,548	(13,165)	-3.5%
Total Available Rooms	746,853	775,713	(28,860)	-3.7%	759,549	(12,696)	-1.7%
Percentage of Occupancy							
Cash	29.3%	26.3%	3.0	11.4%	28.3%	1.0	3.5%
Comp	8.0%	8.0%	-	0.0%	8.0%	-	0.0%
28 Day	13.9%	13.5%	0.4	3.0%	14.0%	(0.1)	-0.7%
Total Occupancy Percentage	51.2%	47.8%	3.4	7.1%	50.3%	0.9	1.8%
Vacant	48.8%	52.2%	(3.4)	-6.5%	49.7%	(0.9)	-1.8%
Total (must equal 100.0%)	100.0%	100.0%	0.0	0.0%	100.0%	0.0	0.0%
Revenue							
Cash - Taxable	\$16,421,855	\$14,832,773	\$1,589,082	10.7%	\$15,649,588	\$772,267	4.9%
Comp	\$3,766,242	\$4,131,418	(\$365,176)	-8.8%	\$4,050,616	(\$284,374)	-7.0%
28 Day	\$1,899,642	\$1,942,246	(\$42,604)	-2.2%	\$1,984,871	(\$85,229)	-4.3%
Total Revenue	\$22,087,739	\$20,906,437	\$1,181,302	5.7%	\$21,685,075	\$402,664	1.9%
Average Rates							
Cash	\$75.02	\$72.59	\$2.43	3.3%	\$72.77	\$2.25	3.1%
Comp	\$62.79	\$66.79	(\$4.00)	-6.0%	\$66.78	(\$3.99)	-6.0%
28 Day	\$18.34	\$18.57	(\$0.23)	-1.2%	\$18.67	(\$0.33)	-1.8%

Reno-Sparks Convention and Visitors Authority

Hotel Statistics

January 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	187,144	176,271	10,873	6.2%	184,039	3,105	1.7%
Comp	59,820	61,623	(1,803)	-2.9%	60,415	(595)	-1.0%
28 Day	1,518	1,558	(40)	-2.6%	1,558	(40)	-2.6%
Total Occupied Rooms	248,482	239,452	9,030	3.8%	246,012	2,470	1.0%
Vacant	212,160	243,249	(31,089)	-12.8%	226,206	(14,046)	-6.2%
Total Available Rooms	460,642	482,701	(22,059)	-4.6%	472,218	(11,576)	-2.5%
Percentage of Occupancy							
Cash	40.6%	36.5%	4.1	11.2%	39.0%	1.6	4.1%
Comp	13.0%	12.8%	0.2	1.6%	12.8%	0.2	1.6%
28 Day	0.3%	0.3%	-	0.0%	0.3%	-	0.0%
Total Occupancy Percentage	53.9%	49.6%	4.3	8.7%	52.1%	1.8	3.5%
Vacant	46.1%	50.4%	(4.3)	-8.5%	47.9%	(1.8)	-3.8%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$14,708,565	\$13,360,695	\$1,347,870	10.1%	\$14,105,802	\$602,763	4.3%
Comp	\$3,758,577	\$4,120,877	(\$362,300)	-8.8%	\$4,040,075	(\$281,498)	-7.0%
28 Day	\$68,807	\$74,809	(\$6,002)	-8.0%	\$74,809	(\$6,002)	-8.0%
Total Revenue	\$18,535,949	\$17,556,381	\$979,568	5.6%	\$18,220,686	\$315,263	1.7%
Average Rates							
Cash	\$78.59	\$75.80	\$2.79	3.7%	\$76.65	\$1.94	2.5%
Comp	\$62.83	\$66.87	(\$4.04)	-6.0%	\$66.87	(\$4.04)	-6.0%
28 Day	\$45.33	\$48.02	(\$2.69)	-5.6%	\$48.02	(\$2.69)	-5.6%

Reno-Sparks Convention and Visitors Authority

Motel Statistics

January 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	17,680	14,382	3,298	22.9%	17,050	630	3.7%
Comp	143	212	(69)	-32.5%	212	(69)	-32.5%
28 Day	3,926	3,898	28	0.7%	3,898	28	0.7%
Total Occupied Rooms	21,749	18,492	3,257	17.6%	21,160	589	2.8%
Vacant	42,173	49,212	(7,039)	-14.3%	46,513	(4,340)	-9.3%
Total Available Rooms	63,922	67,704	(3,782)	-5.6%	67,673	(3,751)	-5.5%
Percentage of Occupancy							
Cash	27.7%	21.2%	6.5	30.7%	25.2%	2.5	9.9%
Comp	0.2%	0.3%	(0.1)	-33.3%	0.3%	(0.1)	-33.3%
28 Day	6.1%	5.8%	0.3	5.2%	5.8%	0.3	5.2%
Total Occupancy Percentage	34.0%	27.3%	6.7	24.5%	31.3%	2.7	8.6%
Vacant	66.0%	72.7%	(6.7)	-9.2%	68.7%	(2.7)	-3.9%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$795,885	\$682,350	\$113,535	16.6%	\$740,130	\$55,755	7.5%
Comp	\$7,363	\$9,934	(\$2,571)	-25.9%	\$9,934	(\$2,571)	-25.9%
28 Day	\$66,552	\$53,050	\$13,502	25.5%	\$53,050	\$13,502	25.5%
Total Revenue	\$869,800	\$745,334	\$124,466	16.7%	\$803,114	\$66,686	8.3%
Average Rates							
Cash	\$45.02	\$47.44	(\$2.42)	-5.1%	\$43.41	\$1.61	3.7%
Comp	\$51.49	\$46.86	\$4.63	9.9%	\$46.86	\$4.63	9.9%
28 Day	\$16.95	\$13.61	\$3.34	24.5%	\$13.61	\$3.34	24.5%

Reno-Sparks Convention and Visitors Authority

28 Day Motel Statistics

January 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	6,926	7,285	(359)	-4.9%	7,499	(573)	-7.6%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	70,682	71,239	(557)	-0.8%	72,957	(2,275)	-3.1%
Total Occupied Rooms	77,608	78,524	(916)	-1.2%	80,456	(2,848)	-3.5%
Vacant	50,940	55,799	(4,859)	-8.7%	52,534	(1,594)	-3.0%
Total Available Rooms	128,548	134,323	(5,775)	-4.3%	132,990	(4,442)	-3.3%
Percentage of Occupancy							
Cash	5.4%	5.4%	-	0.0%	5.6%	(0.2)	-3.6%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	55.0%	53.0%	2.0	3.8%	54.9%	0.1	0.2%
Total Occupancy Percentage	60.4%	58.5%	1.9	3.2%	60.5%	(0.1)	-0.2%
Vacant	39.6%	41.5%	(1.9)	-4.6%	39.5%	0.1	0.3%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$168,046	\$176,633	(\$8,587)	-4.9%	\$182,750	(\$14,704)	-8.0%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$1,193,448	\$1,254,570	(\$61,122)	-4.9%	\$1,295,670	(\$102,222)	-7.9%
Total Revenue	\$1,361,494	\$1,431,203	(\$69,709)	-4.9%	\$1,478,420	(\$116,926)	-7.9%
Average Rates							
Cash	\$24.26	\$24.25	\$0.01	0.0%	\$24.37	(\$0.11)	-0.5%
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$16.88	\$17.61	(\$0.73)	-4.1%	\$17.76	(\$0.88)	-5.0%

Reno-Sparks Convention and Visitors Authority

RV Park Statistics

January 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	2,344	1,439	905	62.9%	1,448	896	61.9%
Comp	15	26	(11)	-42.3%	26	(11)	-42.3%
28 Day	21,233	22,511	(1,278)	-5.7%	22,517	(1,284)	-5.7%
Total Occupied Rooms	23,592	23,976	(384)	-1.6%	23,991	(399)	-1.7%
Vacant	30,565	30,181	384	1.3%	30,166	399	1.3%
Total Available Rooms	54,157	54,157	-	0.0%	54,157	-	0.0%
Percentage of Occupancy							
Cash	4.3%	2.7%	1.6	59.3%	2.7%	1.6	59.3%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	39.2%	41.6%	(2.4)	-5.8%	41.6%	(2.4)	-5.8%
Total Occupancy Percentage	43.6%	44.3%	(0.7)	-1.6%	44.3%	(0.7)	-1.6%
Vacant	56.4%	55.7%	0.7	1.3%	55.7%	0.7	1.3%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$48,511	\$34,278	\$14,233	41.5%	\$33,275	\$15,236	45.8%
Comp	\$302	\$607	(\$305)	-50.2%	\$607	(\$305)	-50.2%
28 Day	\$268,416	\$295,489	(\$27,073)	-9.2%	\$297,014	(\$28,598)	-9.6%
Total Revenue	\$317,229	\$330,374	(\$13,145)	-4.0%	\$330,896	(\$13,667)	-4.1%
Average Rates							
Cash	\$20.70	\$23.82	(\$3.12)	-13.1%	\$22.98	(\$2.28)	-9.9%
Comp	\$20.13	\$23.35	(\$3.22)	-13.8%	\$23.35	(\$3.22)	-13.8%
28 Day	\$12.64	\$13.13	(\$0.49)	-3.7%	\$13.19	(\$0.55)	-4.2%

Reno-Sparks Convention and Visitors Authority

Vacation Rental Statistics

January 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	1,210	1,310	(100)	-7.6%	1,323	(113)	-8.5%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	6,230	5,375	855	15.9%	5,375	855	15.9%
Total Occupied Rooms	7,440	6,685	755	11.3%	6,698	742	11.1%
Vacant	13,857	12,783	1,074	8.4%	11,549	2,308	20.0%
Total Available Rooms	21,297	19,468	1,829	9.4%	18,247	3,050	16.7%
Percentage of Occupancy							
Cash	5.7%	6.7%	(1.0)	-14.9%	7.3%	(1.6)	-21.9%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	29.3%	27.6%	1.7	6.2%	29.5%	(0.2)	-0.7%
Total Occupancy Percentage	34.9%	34.3%	0.6	1.7%	36.7%	(1.8)	-4.9%
Vacant	65.1%	65.7%	(0.6)	-0.9%	63.3%	1.8	2.8%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$534,308	\$438,392	\$95,916	21.9%	\$445,068	\$89,240	20.1%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$302,419	\$264,328	\$38,091	14.4%	\$264,328	\$38,091	14.4%
Total Revenue	\$836,727	\$702,720	\$134,007	19.1%	\$709,396	\$127,331	17.9%
Average Rates							
Cash	\$441.58	\$334.65	\$106.93	32.0%	\$336.41	\$105.17	31.3%
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$48.54	\$49.18	(\$0.64)	-1.3%	\$49.18	(\$0.64)	-1.3%

Reno-Sparks Convention and Visitors Authority

Timeshare Statistics

January 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	3,599	3,647	(48)	-1.3%	3,684	(85)	-2.3%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	-	-	-	0.0%	-	-	0.0%
Total Occupied Rooms	3,599	3,647	(48)	-1.3%	3,684	(85)	-2.3%
Vacant	14,688	13,713	975	7.1%	10,580	4,108	38.8%
Total Available Rooms	18,287	17,360	927	5.3%	14,264	4,023	28.2%
Percentage of Occupancy							
Cash	19.7%	21.0%	(1.3)	-6.2%	25.8%	(6.1)	-23.6%
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	19.7%	21.0%	(1.3)	-6.2%	25.8%	(6.1)	-23.6%
Vacant	80.3%	79.0%	1.3	1.6%	74.2%	6.1	8.2%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$166,540	\$140,425	\$26,115	18.6%	\$142,563	\$23,977	16.8%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
Total Revenue	\$166,540	\$140,425	\$26,115	18.6%	\$142,563	\$23,977	16.8%
Average Rates							
Cash	\$46.27	\$38.50	\$7.77	20.2%	\$38.70	\$7.57	19.6%
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

January 2011

Description	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Taxable Room Revenues	\$136,716,575	\$133,656,968	\$3,059,607	2.3%	\$138,152,450	(\$1,435,875)	-1.0%
Occupied Rooms - Cash	1,852,030	1,849,461	2,569	0.1%	1,897,713	(45,683)	-2.4%
Average Rate - Cash	\$73.82	\$72.27	\$1.55	2.1%	\$72.80	\$1.02	1.4%
Occupied Rooms							
Cash	1,852,030	1,849,461	2,569	0.1%	1,897,713	(45,683)	-2.4%
Comp	522,130	523,795	(1,665)	-0.3%	513,579	8,551	1.7%
28 Day	737,466	762,305	(24,839)	-3.3%	767,168	(29,702)	-3.9%
Total Occupied Rooms	3,111,626	3,135,561	(23,935)	-0.8%	3,178,460	(66,834)	-2.1%
Percentage of Occupancy							
Cash	35.3%	34.3%	1.0	2.9%	35.6%	(0.3)	-0.8%
Comp	10.0%	9.7%	0.3	3.1%	9.6%	0.4	4.2%
28 Day	14.1%	14.1%	-	0.0%	14.4%	(0.3)	-2.1%
Total Percentage of Occupancy	59.4%	58.2%	1.2	2.1%	59.6%	(0.2)	-0.3%
Market Segments							
Occupied Rooms - Cash							
Hotels	1,545,969	1,558,925	(12,956)	-0.8%	1,601,586	(55,617)	-3.5%
Motels	157,380	142,538	14,842	10.4%	146,500	10,880	7.4%
28 Day Motels	62,915	63,498	(583)	-0.9%	64,279	(1,364)	-2.1%
R.V. Parks	42,573	39,557	3,016	7.6%	39,951	2,622	6.6%
Vacation Rentals	11,411	12,677	(1,266)	-10.0%	12,804	(1,393)	-10.9%
Timeshares	31,782	32,266	(484)	-1.5%	32,593	(811)	-2.5%
Total Occupied - Cash	1,852,030	1,849,461	2,569	0.1%	1,897,713	(45,683)	-2.4%
Percentage of Occupancy - Cash							
Hotels	47.5%	46.6%	0.9	1.9%	48.3%	(0.8)	-1.7%
Motels	35.3%	30.4%	4.9	16.1%	31.6%	3.7	11.7%
28 Day Motels	7.0%	6.8%	0.2	2.9%	6.9%	0.1	1.4%
R.V. Parks	11.2%	10.4%	0.8	7.7%	10.5%	0.7	6.7%
Vacation Rentals	8.6%	9.4%	(0.8)	-8.5%	9.6%	(1.0)	-10.4%
Timeshares	25.9%	26.8%	(0.9)	-3.4%	28.7%	(2.8)	-9.8%
Total Occupancy Percentage - Cash	35.3%	34.3%	1.0	2.9%	35.6%	(0.3)	-0.8%
Average Rates - Cash							
Hotels	\$78.46	\$76.57	\$1.89	2.5%	\$77.17	\$1.29	1.7%
Motels	\$48.96	\$49.54	(\$0.58)	-1.2%	\$49.26	(\$0.30)	-0.6%
28 Day Motels	\$26.44	\$26.91	(\$0.47)	-1.7%	\$27.04	(\$0.60)	-2.2%
R.V. Parks	\$32.65	\$32.84	(\$0.19)	-0.6%	\$32.97	(\$0.32)	-1.0%
Vacation Rental	\$327.60	\$268.17	\$59.43	22.2%	\$269.56	\$58.04	21.5%
Timeshares	\$29.06	\$25.37	\$3.69	14.5%	\$25.50	\$3.56	14.0%
Total Cash Average Rate	\$73.82	\$72.27	\$1.55	2.1%	\$72.80	\$1.02	1.4%

Reno-Sparks Convention and Visitors Authority
Combined Room Statistics - Year To Date
January 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	1,852,030	1,849,461	2,569	0.1%	1,897,713	(45,683)	-2.4%
Comp	522,130	523,795	(1,665)	-0.3%	513,579	8,551	1.7%
28 Day	737,466	762,305	(24,839)	-3.3%	767,168	(29,702)	-3.9%
Total Occupied Rooms	3,111,626	3,135,561	(23,935)	-0.8%	3,178,460	(66,834)	-2.1%
Vacant	2,127,767	2,253,697	(125,930)	-5.6%	2,153,456	(25,689)	-1.2%
Total Available Rooms	5,239,393	5,389,258	(149,865)	-2.8%	5,331,916	(92,523)	-1.7%
Percentage of Occupancy							
Cash	35.3%	34.3%	1.0	2.9%	35.6%	(0.3)	-0.8%
Comp	10.0%	9.7%	0.3	3.1%	9.6%	0.4	4.2%
28 Day	14.1%	14.1%	-	0.0%	14.4%	(0.3)	-2.1%
Total Occupancy Percentage	59.4%	58.2%	1.2	2.1%	59.6%	(0.2)	-0.3%
Vacant	40.6%	41.8%	(1.2)	-2.9%	40.4%	0.2	0.5%
Total (must equal 100.0%)	100.0%	100.0%	0.0	0.0%	100.0%	0.0	0.0%
Revenue							
Cash - Taxable	\$136,716,575	\$133,656,968	\$3,059,607	2.3%	\$138,152,450	(\$1,435,875)	-1.0%
Comp	\$34,029,357	\$35,484,289	(\$1,454,932)	-4.1%	\$34,790,881	(\$761,524)	-2.2%
28 Day	\$14,150,364	\$14,828,615	(\$678,251)	-4.6%	\$14,952,075	(\$801,711)	-5.4%
Total Revenue	\$184,896,296	\$183,969,872	\$926,424	0.5%	\$187,895,406	(\$2,999,110)	-1.6%
Average Rates							
Cash	\$73.82	\$72.27	\$1.55	2.1%	\$72.80	\$1.02	1.4%
Comp	\$65.17	\$67.74	(\$2.57)	-3.8%	\$67.74	(\$2.57)	-3.8%
28 Day	\$19.19	\$19.45	(\$0.26)	-1.3%	\$19.49	(\$0.30)	-1.5%

Reno-Sparks Convention and Visitors Authority

Hotel Statistics - Year To Date

January 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	1,545,969	1,558,925	(12,956)	-0.8%	1,601,586	(55,617)	-3.5%
Comp	519,969	520,924	(955)	-0.2%	510,708	9,261	1.8%
28 Day	12,561	10,804	1,757	16.3%	10,804	1,757	16.3%
Total Occupied Rooms	2,078,499	2,090,653	(12,154)	-0.6%	2,123,098	(44,599)	-2.1%
Vacant	1,179,070	1,257,112	(78,042)	-6.2%	1,191,241	(12,171)	-1.0%
Total Available Rooms	3,257,569	3,347,765	(90,196)	-2.7%	3,314,339	(56,770)	-1.7%
Percentage of Occupancy							
Cash	47.5%	46.6%	0.9	1.9%	48.3%	(0.8)	-1.7%
Comp	16.0%	15.6%	0.4	2.6%	15.4%	0.6	3.9%
28 Day	0.4%	0.3%	0.1	33.3%	0.3%	0.1	33.3%
Total Occupancy Percentage	63.8%	62.4%	1.4	2.2%	64.1%	(0.3)	-0.5%
Vacant	36.2%	37.6%	(1.4)	-3.7%	35.9%	0.3	0.8%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$121,296,305	\$119,369,477	\$1,926,828	1.6%	\$123,598,089	(\$2,301,784)	-1.9%
Comp	\$33,940,624	\$35,363,956	(\$1,423,332)	-4.0%	\$34,670,547	(\$729,923)	-2.1%
28 Day	\$647,684	\$650,569	(\$2,885)	-0.4%	\$650,569	(\$2,885)	-0.4%
Total Revenue	\$155,884,613	\$155,384,002	\$500,611	0.3%	\$158,919,205	(\$3,034,592)	-1.9%
Average Rates							
Cash	\$78.46	\$76.57	\$1.89	2.5%	\$77.17	\$1.29	1.7%
Comp	\$65.27	\$67.89	(\$2.62)	-3.9%	\$67.89	(\$2.62)	-3.9%
28 Day	\$51.56	\$60.22	(\$8.66)	-14.4%	\$60.22	(\$8.66)	-14.4%

Reno-Sparks Convention and Visitors Authority

Motel Statistics - Year To Date

January 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	157,380	142,538	14,842	10.4%	146,500	10,880	7.4%
Comp	1,438	2,023	(585)	-28.9%	2,023	(585)	-28.9%
28 Day	29,537	24,926	4,611	18.5%	24,926	4,611	18.5%
Total Occupied Rooms	188,355	169,487	18,868	11.1%	173,449	14,906	8.6%
Vacant	257,772	300,073	(42,301)	-14.1%	290,664	(32,892)	-11.3%
Total Available Rooms	446,127	469,560	(23,433)	-5.0%	464,113	(17,986)	-3.9%
Percentage of Occupancy							
Cash	35.3%	30.4%	4.9	16.1%	31.6%	3.7	11.7%
Comp	0.3%	0.4%	(0.1)	-25.0%	0.4%	(0.1)	-25.0%
28 Day	6.6%	5.3%	1.3	24.5%	5.4%	1.2	22.2%
Total Occupancy Percentage	42.2%	36.1%	6.1	16.9%	37.4%	4.8	12.8%
Vacant	57.8%	63.9%	(6.1)	-9.5%	62.6%	(4.8)	-7.7%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$7,704,632	\$7,061,505	\$643,127	9.1%	\$7,216,430	\$488,202	6.8%
Comp	\$69,965	\$96,363	(\$26,398)	-27.4%	\$96,364	(\$26,399)	-27.4%
28 Day	\$566,916	\$407,454	\$159,462	39.1%	\$411,155	\$155,761	37.9%
Total Revenue	\$8,341,513	\$7,565,322	\$776,191	10.3%	\$7,723,949	\$617,564	8.0%
Average Rates							
Cash	\$48.96	\$49.54	(\$0.58)	-1.2%	\$49.26	(\$0.30)	-0.6%
Comp	\$48.65	\$47.63	\$1.02	2.1%	\$47.63	\$1.02	2.1%
28 Day	\$19.19	\$16.35	\$2.84	17.4%	\$16.50	\$2.69	16.3%

Reno-Sparks Convention and Visitors Authority

28 Day Motel Statistics - Year To Date

January 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	62,915	63,498	(583)	-0.9%	64,279	(1,364)	-2.1%
Comp	31	48	(17)	-35.4%	48	(17)	-35.4%
28 Day	497,651	526,115	(28,464)	-5.4%	530,972	(33,321)	-6.3%
Total Occupied Rooms	560,597	589,661	(29,064)	-4.9%	595,299	(34,702)	-5.8%
Vacant	338,719	346,267	(7,548)	-2.2%	332,515	6,204	1.9%
Total Available Rooms	899,316	935,928	(36,612)	-3.9%	927,814	(28,498)	-3.1%
Percentage of Occupancy							
Cash	7.0%	6.8%	0.2	2.9%	6.9%	0.1	1.4%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	55.3%	56.2%	(0.9)	-1.6%	57.2%	(1.9)	-3.3%
Total Occupancy Percentage	62.3%	63.0%	(0.7)	-1.1%	64.2%	(1.9)	-3.0%
Vacant	37.7%	37.0%	0.7	1.9%	35.8%	1.9	5.3%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$1,663,657	\$1,708,859	(\$45,202)	-2.6%	\$1,738,310	(\$74,653)	-4.3%
Comp	\$450	\$2,482	(\$2,032)	-81.9%	\$2,483	(\$2,033)	-81.9%
28 Day	\$9,024,494	\$9,857,416	(\$832,922)	-8.4%	\$9,975,649	(\$951,155)	-9.5%
Total Revenue	\$10,688,601	\$11,568,757	(\$880,156)	-7.6%	\$11,716,442	(\$1,027,841)	-8.8%
Average Rates							
Cash	\$26.44	\$26.91	(\$0.47)	-1.7%	\$27.04	(\$0.60)	-2.2%
Comp	\$14.52	\$51.71	(\$37.19)	-71.9%	\$51.73	(\$37.21)	-71.9%
28 Day	\$18.13	\$18.74	(\$0.61)	-3.3%	\$18.79	(\$0.66)	-3.5%

Reno-Sparks Convention and Visitors Authority

RV Park Statistics - Year To Date

January 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	42,573	39,557	3,016	7.6%	39,951	2,622	6.6%
Comp	692	800	(108)	-13.5%	800	(108)	-13.5%
28 Day	154,791	163,547	(8,756)	-5.4%	163,553	(8,762)	-5.4%
Total Occupied Rooms	198,056	203,904	(5,848)	-2.9%	204,304	(6,248)	-3.1%
Vacant	182,345	176,681	5,664	3.2%	174,918	7,427	4.2%
Total Available Rooms	380,401	380,585	(184)	0.0%	379,222	1,179	0.3%
Percentage of Occupancy							
Cash	11.2%	10.4%	0.8	7.7%	10.5%	0.7	6.7%
Comp	0.2%	0.2%	-	0.0%	0.2%	-	0.0%
28 Day	40.7%	43.0%	(2.3)	-5.3%	43.1%	(2.4)	-5.6%
Total Occupancy Percentage	52.1%	53.6%	(1.5)	-2.8%	53.9%	(1.8)	-3.3%
Vacant	47.9%	46.4%	1.5	3.2%	46.1%	1.8	3.9%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$1,390,167	\$1,298,962	\$91,205	7.0%	\$1,317,220	\$72,947	5.5%
Comp	\$18,318	\$21,488	(\$3,170)	-14.8%	\$21,487	(\$3,169)	-14.7%
28 Day	\$1,998,620	\$2,122,148	(\$123,528)	-5.8%	\$2,123,673	(\$125,053)	-5.9%
Total Revenue	\$3,407,105	\$3,442,598	(\$35,493)	-1.0%	\$3,462,380	(\$55,275)	-1.6%
Average Rates							
Cash	\$32.65	\$32.84	(\$0.19)	-0.6%	\$32.97	(\$0.32)	-1.0%
Comp	\$26.47	\$26.86	(\$0.39)	-1.5%	\$26.86	(\$0.39)	-1.5%
28 Day	\$12.91	\$12.98	(\$0.07)	-0.5%	\$12.98	(\$0.07)	-0.5%

Reno-Sparks Convention and Visitors Authority

Vacation Rental Statistics - Year To Date

January 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	11,411	12,677	(1,266)	-10.0%	12,804	(1,393)	-10.9%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	42,926	36,913	6,013	16.3%	36,913	6,013	16.3%
Total Occupied Rooms	54,337	49,590	4,747	9.6%	49,717	4,620	9.3%
Vacant	78,777	85,430	(6,653)	-7.8%	83,030	(4,253)	-5.1%
Total Available Rooms	133,114	135,020	(1,906)	-1.4%	132,747	367	0.3%
Percentage of Occupancy							
Cash	8.6%	9.4%	(0.8)	-8.5%	9.6%	(1.0)	-10.4%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	32.2%	27.3%	4.9	17.9%	27.8%	4.4	15.8%
Total Occupancy Percentage	40.8%	36.7%	4.1	11.2%	37.5%	3.3	8.8%
Vacant	59.2%	63.3%	(4.1)	-6.5%	62.5%	(3.3)	-5.3%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$3,738,201	\$3,399,643	\$338,558	10.0%	\$3,451,413	\$286,788	8.3%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$1,912,650	\$1,791,028	\$121,622	6.8%	\$1,791,029	\$121,621	6.8%
Total Revenue	\$5,650,851	\$5,190,671	\$460,180	8.9%	\$5,242,442	\$408,409	7.8%
Average Rates							
Cash	\$327.60	\$268.17	\$59.43	22.2%	\$269.56	\$58.04	21.5%
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$44.56	\$48.52	(\$3.96)	-8.2%	\$48.52	(\$3.96)	-8.2%

Reno-Sparks Convention and Visitors Authority

Timeshare Statistics - Year To Date

January 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	31,782	32,266	(484)	-1.5%	32,593	(811)	-2.5%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	-	-	-	0.0%	-	-	0.0%
Total Occupied Rooms	31,782	32,266	(484)	-1.5%	32,593	(811)	-2.5%
Vacant	91,084	88,134	2,950	3.3%	81,088	9,996	12.3%
Total Available Rooms	122,866	120,400	2,466	2.0%	113,681	9,185	8.1%
Percentage of Occupancy							
Cash	25.9%	26.8%	(0.9)	-3.4%	28.7%	(2.8)	-9.8%
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	25.9%	26.8%	(0.9)	-3.4%	28.7%	(2.8)	-9.8%
Vacant	74.1%	73.2%	0.9	1.2%	71.3%	2.8	3.9%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$923,613	\$818,522	\$105,091	12.8%	\$830,988	\$92,625	11.1%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
Total Revenue	\$923,613	\$818,522	\$105,091	12.8%	\$830,988	\$92,625	11.1%
Average Rates							
Cash	\$29.06	\$25.37	\$3.69	14.5%	\$25.50	\$3.56	14.0%
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
Taxable Revenue by District
January 2011**

Current Month Actual January 2011	Last Year Actual January 2010			Tax District	Year To Date Actual January 2011	Last Year - Year To Date Actual January 2010		
	Amount	Increase (Decrease) Amount % Percent				Amount	Increase (Decrease) Amount % Percent	
8,381,888	8,014,209	367,679	4.6%	Reno B	66,420,943	66,370,074	50,869	0.1%
4,712,800	4,572,572	140,228	3.1%	Reno D	37,050,929	38,647,589	(1,596,660)	-4.1%
43,485	50,412	(6,927)	-13.7%	Reno E	445,666	496,755	(51,089)	-10.3%
13,138,173	12,637,193	500,980	4.0%	Total Reno	103,917,538	105,514,418	(1,596,880)	-1.5%
12,023	22,110	(10,087)	-45.6%	Washoe A	165,403	181,015	(15,612)	-8.6%
1,862,827	1,714,358	148,469	8.7%	Washoe B	19,426,518	18,370,143	1,056,375	5.8%
1,874,850	1,736,468	138,382	8.0%	Total Washoe Co.	19,591,921	18,551,158	1,040,763	5.6%
1,408,832	1,275,927	132,905	10.4%	Sparks	13,207,116	14,086,874	(879,758)	-6.2%
16,421,855	15,649,588	772,267	4.9%	Total Taxable Revenue	136,716,575	138,152,450	(1,435,875)	-1.0%