

RENO-SPARKS CONVENTION & VISITORS AUTHORITY

February 2011

Room Statistics

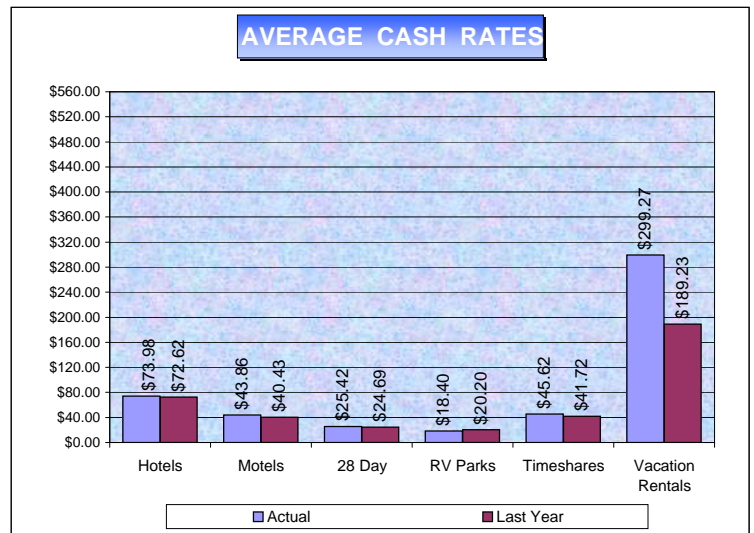
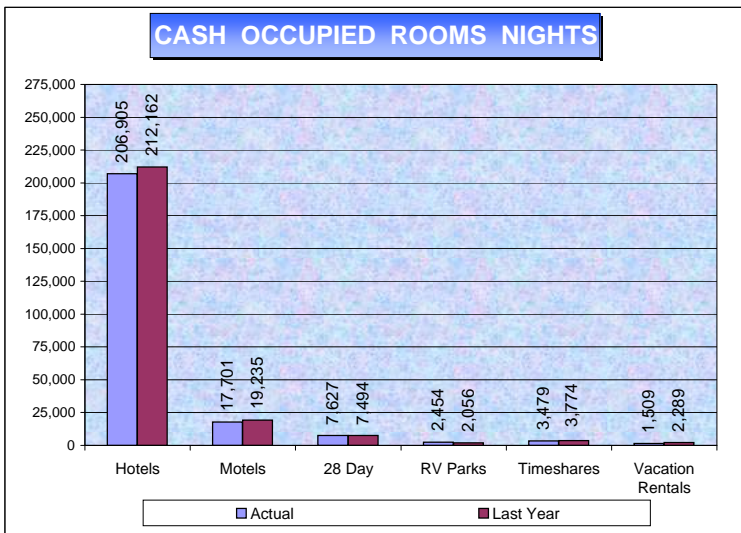
Taxable room revenues for the month total \$16,931,537 and are below prior year by \$71,496 (-0.4%). Cash occupied room nights of 239,675 are below prior year by 7,335 (-3.0%). Comp occupied room nights of 65,352 are above prior year by 419 (0.6%), and 28-Day occupied room nights of 95,328 are below prior year by 4,611 (-4.6%). Total occupied rooms for the month (Cash, Comp, 28-day) of 400,355 are 11,527 (-2.8%) below the prior year.

Overall, Washoe County occupancy percentages of 59.2% for the month are -0.3% below the 59.4% level of the prior year. There were 16,764 (-2.4%) less available rooms for the month.

Overall cash average rates for the month of \$70.64 are up \$1.80 (2.6%), compared to \$68.84 for the prior year.

Year-to-date cash occupied room nights of 2,093,069 are 51,654 (-2.4%) below prior year. Cash average rates year-to-date of \$73.41 are \$1.07 (1.5%) above prior year. Year-to-date, total taxable room revenues of \$153,652,054 are \$1,503,428 (-1.0%) below prior year.

Segments	Available Rooms	Total Occupied Rooms	Percentage of Occupancy		Increase (Decrease)	
			Actual	Last Year	Amount	% Percent
Hotels	421,088	273,662	65.0%	64.4%	0.6	0.9%
Motels	59,370	21,760	36.7%	38.3%	(1.6)	-4.2%
28 Day	115,552	72,620	62.8%	65.8%	(3.0)	-4.6%
RV Parks	48,916	21,664	44.3%	45.3%	(1.0)	-2.2%
Timeshares	14,196	3,479	24.5%	24.1%	0.4	1.7%
Vacation Rentals	17,359	7,170	41.3%	39.2%	2.1	5.4%
Totals	676,481	400,355	59.2%	59.4%	(0.2)	-0.3%



Attached please find the detail statistics for each market segment.

Reno-Sparks Convention and Visitors Authority

Combined Room Statistics

February 2011

Description	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Taxable Room Revenues	\$16,931,537	\$16,638,073	\$293,464	1.8%	\$17,003,033	(\$71,496)	-0.4%
Occupied Rooms - Cash	239,675	243,271	(3,596)	-1.5%	247,010	(7,335)	-3.0%
Average Rate - Cash	\$70.64	\$68.39	\$2.25	3.3%	\$68.84	\$1.80	2.6%
Occupied Rooms							
Cash	239,675	243,271	(3,596)	-1.5%	247,010	(7,335)	-3.0%
Comp	65,352	66,228	(876)	-1.3%	64,933	419	0.6%
28 Day	95,328	99,050	(3,722)	-3.8%	99,939	(4,611)	-4.6%
Total Occupied Rooms	400,355	408,549	(8,194)	-2.0%	411,882	(11,527)	-2.8%
Percentage of Occupancy							
Cash	35.4%	34.8%	0.6	1.7%	35.6%	(0.2)	-0.6%
Comp	9.7%	9.5%	0.2	2.1%	9.4%	0.3	3.2%
28 Day	14.1%	14.2%	(0.1)	-0.7%	14.4%	(0.3)	-2.1%
Total Percentage of Occupancy	59.2%	58.4%	0.8	1.4%	59.4%	(0.2)	-0.3%
Market Segments							
Occupied Rooms - Cash							
Hotels	206,905	208,837	(1,932)	-0.9%	212,162	(5,257)	-2.5%
Motels	17,701	19,043	(1,342)	-7.0%	19,235	(1,534)	-8.0%
28 Day Motels	7,627	7,354	273	3.7%	7,494	133	1.8%
R.V. Parks	2,454	2,035	419	20.6%	2,056	398	19.4%
Vacation Rentals	1,509	2,266	(757)	-33.4%	2,289	(780)	-34.1%
Timehares	3,479	3,736	(257)	-6.9%	3,774	(295)	-7.8%
Total Occupied - Cash	239,675	243,271	(3,596)	-1.5%	247,010	(7,335)	-3.0%
Percentage of Occupancy - Cash							
Hotels	49.1%	47.9%	1.2	2.5%	49.1%	0.0	0.0%
Motels	29.8%	31.1%	(1.3)	-4.2%	31.6%	(1.8)	-5.7%
28 Day Motels	6.6%	6.1%	0.5	8.2%	6.4%	0.2	3.1%
R.V. Parks	5.0%	4.2%	0.8	19.0%	4.2%	0.8	19.0%
Vacation Rentals	8.7%	12.9%	(4.2)	-32.6%	12.5%	(3.8)	-30.4%
Timeshares	24.5%	23.8%	0.7	2.9%	24.1%	0.4	1.7%
Total Occupancy Percentage - Cash	35.4%	34.8%	0.6	1.7%	35.6%	(0.2)	-0.6%
Average Rates - Cash							
Hotels	\$73.98	\$72.16	\$1.82	2.5%	\$72.62	\$1.36	1.9%
Motels	\$43.86	\$40.23	\$3.63	9.0%	\$40.43	\$3.43	8.5%
28 Day Motels	\$25.42	\$24.56	\$0.86	3.5%	\$24.69	\$0.73	3.0%
R.V. Parks	\$18.40	\$20.10	(\$1.70)	-8.5%	\$20.20	(\$1.80)	-8.9%
Vacation Rentals	\$299.27	\$188.29	\$110.98	58.9%	\$189.23	\$110.04	58.2%
Timeshares	\$45.62	\$41.51	\$4.11	9.9%	\$41.72	\$3.90	9.3%
Total Cash Average Rate	\$70.64	\$68.39	\$2.25	3.3%	\$68.84	\$1.80	2.6%

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

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	239,675	243,271	(3,596)	-1.5%	247,010	(7,335)	-3.0%
Comp	65,352	66,228	(876)	-1.3%	64,933	419	0.6%
28 Day	95,328	99,050	(3,722)	-3.8%	99,939	(4,611)	-4.6%
Total Occupied Rooms	400,355	408,549	(8,194)	-2.0%	411,882	(11,527)	-2.8%
Vacant	276,126	290,891	(14,765)	-5.1%	281,363	(5,237)	-1.9%
Total Available Rooms	676,481	699,440	(22,959)	-3.3%	693,245	(16,764)	-2.4%
Percentage of Occupancy							
Cash	35.4%	34.8%	0.6	1.7%	35.6%	(0.2)	-0.6%
Comp	9.7%	9.5%	0.2	2.1%	9.4%	0.3	3.2%
28 Day	14.1%	14.2%	(0.1)	-0.7%	14.4%	(0.3)	-2.1%
Total Occupancy Percentage	59.2%	58.4%	0.8	1.4%	59.4%	(0.2)	-0.3%
Vacant	40.8%	41.6%	(0.8)	-1.9%	40.6%	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	\$16,931,537	\$16,638,073	\$293,464	1.8%	\$17,003,033	(\$71,496)	-0.4%
Comp	\$4,036,308	\$4,124,135	(\$87,827)	-2.1%	\$4,043,450	(\$7,142)	-0.2%
28 Day	\$1,855,395	\$1,968,170	(\$112,775)	-5.7%	\$1,985,247	(\$129,852)	-6.5%
Total Revenue	\$22,823,240	\$22,730,378	\$92,862	0.4%	\$23,031,730	(\$208,490)	-0.9%
Average Rates							
Cash	\$70.64	\$68.39	\$2.25	3.3%	\$68.84	\$1.80	2.6%
Comp	\$61.76	\$62.27	(\$0.51)	-0.8%	\$62.27	(\$0.51)	-0.8%
28 Day	\$19.46	\$19.87	(\$0.41)	-2.1%	\$19.86	(\$0.40)	-2.0%

Reno-Sparks Convention and Visitors Authority

Hotel Statistics

February 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	206,905	208,837	(1,932)	-0.9%	212,162	(5,257)	-2.5%
Comp	65,158	66,056	(898)	-1.4%	64,761	397	0.6%
28 Day	1,599	1,620	(21)	-1.3%	1,620	(21)	-1.3%
Total Occupied Rooms	273,662	276,513	(2,851)	-1.0%	278,543	(4,881)	-1.8%
Vacant	147,426	159,475	(12,049)	-7.6%	153,950	(6,524)	-4.2%
Total Available Rooms	421,088	435,988	(14,900)	-3.4%	432,493	(11,405)	-2.6%
Percentage of Occupancy							
Cash	49.1%	47.9%	1.2	2.5%	49.1%	-	0.0%
Comp	15.5%	15.2%	0.3	2.0%	15.0%	0.5	3.3%
28 Day	0.4%	0.4%	-	0.0%	0.4%	-	0.0%
Total Occupancy Percentage	65.0%	63.4%	1.6	2.5%	64.4%	0.6	0.9%
Vacant	35.0%	36.6%	(1.6)	-4.4%	35.6%	(0.6)	-1.7%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$15,305,837	\$15,068,806	\$237,031	1.6%	\$15,408,199	(\$102,362)	-0.7%
Comp	\$4,027,723	\$4,114,951	(\$87,228)	-2.1%	\$4,034,266	(\$6,543)	-0.2%
28 Day	\$75,485	\$92,404	(\$16,919)	-18.3%	\$92,404	(\$16,919)	-18.3%
Total Revenue	\$19,409,045	\$19,276,161	\$132,884	0.7%	\$19,534,869	(\$125,824)	-0.6%
Average Rates							
Cash	\$73.98	\$72.16	\$1.82	2.5%	\$72.62	\$1.36	1.9%
Comp	\$61.81	\$62.29	(\$0.48)	-0.8%	\$62.29	(\$0.48)	-0.8%
28 Day	\$47.21	\$57.04	(\$9.83)	-17.2%	\$57.04	(\$9.83)	-17.2%

Reno-Sparks Convention and Visitors Authority

Motel Statistics

February 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	17,701	19,043	(1,342)	-7.0%	19,235	(1,534)	-8.0%
Comp	180	129	51	39.5%	129	51	39.5%
28 Day	3,879	3,947	(68)	-1.7%	3,947	(68)	-1.7%
Total Occupied Rooms	21,760	23,119	(1,359)	-5.9%	23,311	(1,551)	-6.7%
Vacant	37,610	38,033	(423)	-1.1%	37,592	18	0.0%
Total Available Rooms	59,370	61,152	(1,782)	-2.9%	60,903	(1,533)	-2.5%
Percentage of Occupancy							
Cash	29.8%	31.1%	(1.3)	-4.2%	31.6%	(1.8)	-5.7%
Comp	0.3%	0.2%	0.1	50.0%	0.2%	0.1	50.0%
28 Day	6.5%	6.5%	-	0.0%	6.5%	-	0.0%
Total Occupancy Percentage	36.7%	37.8%	(1.1)	-2.9%	38.3%	(1.6)	-4.2%
Vacant	63.3%	62.2%	1.1	1.8%	61.7%	1.6	2.6%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$776,358	\$766,019	\$10,339	1.3%	\$777,684	(\$1,326)	-0.2%
Comp	\$8,281	\$8,172	\$109	1.3%	\$8,172	\$109	1.3%
28 Day	\$71,803	\$69,337	\$2,466	3.6%	\$69,337	\$2,466	3.6%
Total Revenue	\$856,442	\$843,528	\$12,914	1.5%	\$855,193	\$1,249	0.1%
Average Rates							
Cash	\$43.86	\$40.23	\$3.63	9.0%	\$40.43	\$3.43	8.5%
Comp	\$46.01	\$63.35	(\$17.34)	-27.4%	\$63.35	(\$17.34)	-27.4%
28 Day	\$18.51	\$17.57	\$0.94	5.4%	\$17.57	\$0.94	5.4%

Reno-Sparks Convention and Visitors Authority

28 Day Motel Statistics

February 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	7,627	7,354	273	3.7%	7,494	133	1.8%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	64,993	68,532	(3,539)	-5.2%	69,421	(4,428)	-6.4%
Total Occupied Rooms	72,620	75,886	(3,266)	-4.3%	76,915	(4,295)	-5.6%
Vacant	42,932	44,234	(1,302)	-2.9%	39,985	2,947	7.4%
Total Available Rooms	115,552	120,120	(4,568)	-3.8%	116,900	(1,348)	-1.2%
Percentage of Occupancy							
Cash	6.6%	6.1%	0.5	8.2%	6.4%	0.2	3.1%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	56.2%	57.1%	(0.9)	-1.6%	59.4%	(3.2)	-5.4%
Total Occupancy Percentage	62.8%	63.2%	(0.4)	-0.6%	65.8%	(3.0)	-4.6%
Vacant	37.2%	36.8%	0.4	1.1%	34.2%	3.0	8.8%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$193,889	\$180,596	\$13,293	7.4%	\$185,016	\$8,873	4.8%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$1,203,250	\$1,298,708	(\$95,458)	-7.4%	\$1,315,785	(\$112,535)	-8.6%
Total Revenue	\$1,397,139	\$1,479,304	(\$82,165)	-5.6%	\$1,500,801	(\$103,662)	-6.9%
Average Rates							
Cash	\$25.42	\$24.56	\$0.86	3.5%	\$24.69	\$0.73	3.0%
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$18.51	\$18.95	(\$0.44)	-2.3%	\$18.95	(\$0.44)	-2.3%

Reno-Sparks Convention and Visitors Authority

RV Park Statistics

February 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	2,454	2,035	419	20.6%	2,056	398	19.4%
Comp	14	43	(29)	-67.4%	43	(29)	-67.4%
28 Day	19,196	20,045	(849)	-4.2%	20,045	(849)	-4.2%
Total Occupied Rooms	21,664	22,123	(459)	-2.1%	22,144	(480)	-2.2%
Vacant	27,252	26,793	459	1.7%	26,772	480	1.8%
Total Available Rooms	48,916	48,916	-	0.0%	48,916	-	0.0%
Percentage of Occupancy							
Cash	5.0%	4.2%	0.8	19.0%	4.2%	0.8	19.0%
Comp	0.0%	0.1%	(0.1)	-100.0%	0.1%	(0.1)	-100.0%
28 Day	39.2%	41.0%	(1.8)	-4.4%	41.0%	(1.8)	-4.4%
Total Occupancy Percentage	44.3%	45.2%	(0.9)	-2.0%	45.3%	(1.0)	-2.2%
Vacant	55.7%	54.8%	0.9	1.6%	54.7%	1.0	1.8%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$45,149	\$40,908	\$4,241	10.4%	\$41,531	\$3,618	8.7%
Comp	\$304	\$1,012	(\$708)	-70.0%	\$1,012	(\$708)	-70.0%
28 Day	\$239,325	\$274,510	(\$35,185)	-12.8%	\$274,510	(\$35,185)	-12.8%
Total Revenue	\$284,778	\$316,430	(\$31,652)	-10.0%	\$317,053	(\$32,275)	-10.2%
Average Rates							
Cash	\$18.40	\$20.10	(\$1.70)	-8.5%	\$20.20	(\$1.80)	-8.9%
Comp	\$21.71	\$23.53	(\$1.82)	-7.7%	\$23.53	(\$1.82)	-7.7%
28 Day	\$12.47	\$13.69	(\$1.22)	-8.9%	\$13.69	(\$1.22)	-8.9%

Reno-Sparks Convention and Visitors Authority

Vacation Rental Statistics

February 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	1,509	2,266	(757)	-33.4%	2,289	(780)	-34.1%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	5,661	4,906	755	15.4%	4,906	755	15.4%
Total Occupied Rooms	7,170	7,172	(2)	0.0%	7,195	(25)	-0.3%
Vacant	10,189	10,412	(223)	-2.1%	11,167	(978)	-8.8%
Total Available Rooms	17,359	17,584	(225)	-1.3%	18,362	(1,003)	-5.5%
Percentage of Occupancy							
Cash	8.7%	12.9%	(4.2)	-32.6%	12.5%	(3.8)	-30.4%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	32.6%	27.9%	4.7	16.8%	26.7%	5.9	22.1%
Total Occupancy Percentage	41.3%	40.8%	0.5	1.2%	39.2%	2.1	5.4%
Vacant	58.7%	59.2%	(0.5)	-0.8%	60.8%	(2.1)	-3.5%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$451,605	\$426,657	\$24,948	5.8%	\$433,154	\$18,451	4.3%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$265,532	\$233,211	\$32,321	13.9%	\$233,211	\$32,321	13.9%
Total Revenue	\$717,137	\$659,868	\$57,269	8.7%	\$666,365	\$50,772	7.6%
Average Rates							
Cash	\$299.27	\$188.29	\$110.98	58.9%	\$189.23	\$110.04	58.2%
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$46.91	\$47.54	(\$0.63)	-1.3%	\$47.54	(\$0.63)	-1.3%

Reno-Sparks Convention and Visitors Authority

Timeshare Statistics

February 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	3,479	3,736	(257)	-6.9%	3,774	(295)	-7.8%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	-	-	-	0.0%	-	-	0.0%
Total Occupied Rooms	3,479	3,736	(257)	-6.9%	3,774	(295)	-7.8%
Vacant	10,717	11,944	(1,227)	-10.3%	11,897	(1,180)	-9.9%
Total Available Rooms	14,196	15,680	(1,484)	-9.5%	15,671	(1,475)	-9.4%
Percentage of Occupancy							
Cash	24.5%	23.8%	0.7	2.9%	24.1%	0.4	1.7%
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	24.5%	23.8%	0.7	2.9%	24.1%	0.4	1.7%
Vacant	75.5%	76.2%	(0.7)	-0.9%	75.9%	(0.4)	-0.5%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$158,699	\$155,087	\$3,612	2.3%	\$157,449	\$1,250	0.8%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
Total Revenue	\$158,699	\$155,087	\$3,612	2.3%	\$157,449	\$1,250	0.8%
Average Rates							
Cash	\$45.62	\$41.51	\$4.11	9.9%	\$41.72	\$3.90	9.3%
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

February 2011

Description	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Taxable Room Revenues	\$153,652,054	\$150,295,041	\$3,357,013	2.2%	\$155,155,482	(\$1,503,428)	-1.0%
Occupied Rooms - Cash	2,093,069	2,092,732	337	0.0%	2,144,723	(51,654)	-2.4%
Average Rate - Cash	\$73.41	\$71.82	\$1.59	2.2%	\$72.34	\$1.07	1.5%
Occupied Rooms							
Cash	2,093,069	2,092,732	337	0.0%	2,144,723	(51,654)	-2.4%
Comp	587,482	590,023	(2,541)	-0.4%	578,512	8,970	1.6%
28 Day	832,949	861,355	(28,406)	-3.3%	867,107	(34,158)	-3.9%
Total Occupied Rooms	3,513,500	3,544,110	(30,610)	-0.9%	3,590,342	(76,842)	-2.1%
Percentage of Occupancy							
Cash	35.4%	34.4%	1.0	2.9%	35.6%	(0.2)	-0.6%
Comp	9.9%	9.7%	0.2	2.1%	9.6%	0.3	3.1%
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	1,752,874	1,767,762	(14,888)	-0.8%	1,813,748	(60,874)	-3.4%
Motels	176,445	161,581	14,864	9.2%	165,735	10,710	6.5%
28 Day Motels	70,542	70,852	(310)	-0.4%	71,773	(1,231)	-1.7%
R.V. Parks	45,027	41,592	3,435	8.3%	42,007	3,020	7.2%
Vacation Rentals	12,920	14,943	(2,023)	-13.5%	15,093	(2,173)	-14.4%
Timeshares	35,261	36,002	(741)	-2.1%	36,367	(1,106)	-3.0%
Total Occupied - Cash	2,093,069	2,092,732	337	0.0%	2,144,723	(51,654)	-2.4%
Percentage of Occupancy - Cash							
Hotels	47.6%	46.7%	0.9	1.9%	48.4%	(0.8)	-1.7%
Motels	34.8%	30.4%	4.4	14.5%	31.6%	3.2	10.1%
28 Day Motels	7.0%	6.7%	0.3	4.5%	6.9%	0.1	1.4%
R.V. Parks	10.5%	9.7%	0.8	8.2%	9.8%	0.7	7.1%
Vacation Rentals	8.6%	9.8%	(1.2)	-12.2%	10.0%	(1.4)	-14.0%
Timeshares	25.7%	26.5%	(0.8)	-3.0%	28.1%	(2.4)	-8.5%
Total Occupancy Percentage - Cash	35.4%	34.4%	1.0	2.9%	35.6%	(0.2)	-0.6%
Average Rates - Cash							
Hotels	\$77.93	\$76.05	\$1.88	2.5%	\$76.64	\$1.29	1.7%
Motels	\$48.09	\$48.44	(\$0.35)	-0.7%	\$48.23	(\$0.14)	-0.3%
28 Day Motels	\$26.33	\$26.67	(\$0.34)	-1.3%	\$26.80	(\$0.47)	-1.8%
R.V. Parks	\$31.88	\$32.21	(\$0.33)	-1.0%	\$32.35	(\$0.47)	-1.5%
Vacation Rental	\$324.29	\$256.06	\$68.23	26.6%	\$257.38	\$66.91	26.0%
Timeshares	\$30.69	\$27.04	\$3.65	13.5%	\$27.18	\$3.51	12.9%
Total Cash Average Rate	\$73.41	\$71.82	\$1.59	2.2%	\$72.34	\$1.07	1.5%

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

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	2,093,069	2,092,732	337	0.0%	2,144,723	(51,654)	-2.4%
Comp	587,482	590,023	(2,541)	-0.4%	578,512	8,970	1.6%
28 Day	832,949	861,355	(28,406)	-3.3%	867,107	(34,158)	-3.9%
Total Occupied Rooms	3,513,500	3,544,110	(30,610)	-0.9%	3,590,342	(76,842)	-2.1%
Vacant	2,404,110	2,544,588	(140,478)	-5.5%	2,434,819	(30,709)	-1.3%
Total Available Rooms	5,917,610	6,088,698	(171,088)	-2.8%	6,025,161	(107,551)	-1.8%
Percentage of Occupancy							
Cash	35.4%	34.4%	1.0	2.9%	35.6%	(0.2)	-0.6%
Comp	9.9%	9.7%	0.2	2.1%	9.6%	0.3	3.1%
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	\$153,652,054	\$150,295,041	\$3,357,013	2.2%	\$155,155,482	(\$1,503,428)	-1.0%
Comp	\$38,065,664	\$39,608,424	(\$1,542,760)	-3.9%	\$38,834,331	(\$768,667)	-2.0%
28 Day	\$16,008,837	\$16,796,785	(\$787,948)	-4.7%	\$16,937,322	(\$928,485)	-5.5%
Total Revenue	\$207,726,555	\$206,700,250	\$1,026,305	0.5%	\$210,927,135	(\$3,200,580)	-1.5%
Average Rates							
Cash	\$73.41	\$71.82	\$1.59	2.2%	\$72.34	\$1.07	1.5%
Comp	\$64.79	\$67.13	(\$2.34)	-3.5%	\$67.13	(\$2.34)	-3.5%
28 Day	\$19.22	\$19.50	(\$0.28)	-1.4%	\$19.53	(\$0.31)	-1.6%

Reno-Sparks Convention and Visitors Authority

Hotel Statistics - Year To Date

February 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	1,752,874	1,767,762	(14,888)	-0.8%	1,813,748	(60,874)	-3.4%
Comp	585,127	586,980	(1,853)	-0.3%	575,469	9,658	1.7%
28 Day	14,160	12,424	1,736	14.0%	12,424	1,736	14.0%
Total Occupied Rooms	2,352,161	2,367,166	(15,005)	-0.6%	2,401,641	(49,480)	-2.1%
Vacant	1,326,496	1,416,587	(90,091)	-6.4%	1,345,191	(18,695)	-1.4%
Total Available Rooms	3,678,657	3,783,753	(105,096)	-2.8%	3,746,832	(68,175)	-1.8%
Percentage of Occupancy							
Cash	47.6%	46.7%	0.9	1.9%	48.4%	(0.8)	-1.7%
Comp	15.9%	15.5%	0.4	2.6%	15.4%	0.5	3.2%
28 Day	0.4%	0.3%	0.1	33.3%	0.3%	0.1	33.3%
Total Occupancy Percentage	63.9%	62.6%	1.3	2.1%	64.1%	(0.2)	-0.3%
Vacant	36.1%	37.4%	(1.3)	-3.5%	35.9%	0.2	0.6%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$136,602,142	\$134,438,283	\$2,163,859	1.6%	\$139,006,288	(\$2,404,146)	-1.7%
Comp	\$37,968,346	\$39,478,907	(\$1,510,561)	-3.8%	\$38,704,812	(\$736,466)	-1.9%
28 Day	\$723,169	\$742,973	(\$19,804)	-2.7%	\$742,973	(\$19,804)	-2.7%
Total Revenue	\$175,293,657	\$174,660,163	\$633,494	0.4%	\$178,454,073	(\$3,160,416)	-1.8%
Average Rates							
Cash	\$77.93	\$76.05	\$1.88	2.5%	\$76.64	\$1.29	1.7%
Comp	\$64.89	\$67.26	(\$2.37)	-3.5%	\$67.26	(\$2.37)	-3.5%
28 Day	\$51.07	\$59.80	(\$8.73)	-14.6%	\$59.80	(\$8.73)	-14.6%

Reno-Sparks Convention and Visitors Authority

Motel Statistics - Year To Date

February 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	176,445	161,581	14,864	9.2%	165,735	10,710	6.5%
Comp	1,618	2,152	(534)	-24.8%	2,152	(534)	-24.8%
28 Day	33,571	28,873	4,698	16.3%	28,873	4,698	16.3%
Total Occupied Rooms	211,634	192,606	19,028	9.9%	196,760	14,874	7.6%
Vacant	295,599	338,106	(42,507)	-12.6%	328,256	(32,657)	-9.9%
Total Available Rooms	507,233	530,712	(23,479)	-4.4%	525,016	(17,783)	-3.4%
Percentage of Occupancy							
Cash	34.8%	30.4%	4.4	14.5%	31.6%	3.2	10.1%
Comp	0.3%	0.4%	(0.1)	-25.0%	0.4%	(0.1)	-25.0%
28 Day	6.6%	5.4%	1.2	22.2%	5.5%	1.1	20.0%
Total Occupancy Percentage	41.7%	36.3%	5.4	14.9%	37.5%	4.2	11.2%
Vacant	58.3%	63.7%	(5.4)	-8.5%	62.5%	(4.2)	-6.7%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$8,484,932	\$7,827,524	\$657,408	8.4%	\$7,994,114	\$490,818	6.1%
Comp	\$78,246	\$104,535	(\$26,289)	-25.1%	\$104,537	(\$26,291)	-25.1%
28 Day	\$641,797	\$476,791	\$165,006	34.6%	\$480,492	\$161,305	33.6%
Total Revenue	\$9,204,975	\$8,408,850	\$796,125	9.5%	\$8,579,143	\$625,832	7.3%
Average Rates							
Cash	\$48.09	\$48.44	(\$0.35)	-0.7%	\$48.23	(\$0.14)	-0.3%
Comp	\$48.36	\$48.58	(\$0.22)	-0.5%	\$48.58	(\$0.22)	-0.5%
28 Day	\$19.12	\$16.51	\$2.61	15.8%	\$16.64	\$2.48	14.9%

Reno-Sparks Convention and Visitors Authority

28 Day Motel Statistics - Year To Date

February 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	70,542	70,852	(310)	-0.4%	71,773	(1,231)	-1.7%
Comp	31	48	(17)	-35.4%	48	(17)	-35.4%
28 Day	562,644	594,647	(32,003)	-5.4%	600,393	(37,749)	-6.3%
Total Occupied Rooms	633,217	665,547	(32,330)	-4.9%	672,214	(38,997)	-5.8%
Vacant	381,651	390,501	(8,850)	-2.3%	372,500	9,151	2.5%
Total Available Rooms	1,014,868	1,056,048	(41,180)	-3.9%	1,044,714	(29,846)	-2.9%
Percentage of Occupancy							
Cash	7.0%	6.7%	0.3	4.5%	6.9%	0.1	1.4%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	55.4%	56.3%	(0.9)	-1.6%	57.5%	(2.1)	-3.7%
Total Occupancy Percentage	62.4%	63.0%	(0.6)	-1.0%	64.3%	(1.9)	-3.0%
Vacant	37.6%	37.0%	0.6	1.6%	35.7%	1.9	5.3%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$1,857,546	\$1,889,455	(\$31,909)	-1.7%	\$1,923,326	(\$65,780)	-3.4%
Comp	\$450	\$2,482	(\$2,032)	-81.9%	\$2,483	(\$2,033)	-81.9%
28 Day	\$10,227,744	\$11,156,124	(\$928,380)	-8.3%	\$11,291,434	(\$1,063,690)	-9.4%
Total Revenue	\$12,085,740	\$13,048,061	(\$962,321)	-7.4%	\$13,217,243	(\$1,131,503)	-8.6%
Average Rates							
Cash	\$26.33	\$26.67	(\$0.34)	-1.3%	\$26.80	(\$0.47)	-1.8%
Comp	\$14.52	\$51.71	(\$37.19)	-71.9%	\$51.73	(\$37.21)	-71.9%
28 Day	\$18.18	\$18.76	(\$0.58)	-3.1%	\$18.81	(\$0.63)	-3.3%

Reno-Sparks Convention and Visitors Authority

RV Park Statistics - Year To Date

February 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	45,027	41,592	3,435	8.3%	42,007	3,020	7.2%
Comp	706	843	(137)	-16.3%	843	(137)	-16.3%
28 Day	173,987	183,592	(9,605)	-5.2%	183,598	(9,611)	-5.2%
Total Occupied Rooms	219,720	226,027	(6,307)	-2.8%	226,448	(6,728)	-3.0%
Vacant	209,597	203,474	6,123	3.0%	201,690	7,907	3.9%
Total Available Rooms	429,317	429,501	(184)	0.0%	428,138	1,179	0.3%
Percentage of Occupancy							
Cash	10.5%	9.7%	0.8	8.2%	9.8%	0.7	7.1%
Comp	0.2%	0.2%	-	0.0%	0.2%	-	0.0%
28 Day	40.5%	42.7%	(2.2)	-5.2%	42.9%	(2.4)	-5.6%
Total Occupancy Percentage	51.2%	52.6%	(1.4)	-2.7%	52.9%	(1.7)	-3.2%
Vacant	48.8%	47.4%	1.4	3.0%	47.1%	1.7	3.6%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$1,435,316	\$1,339,870	\$95,446	7.1%	\$1,358,750	\$76,566	5.6%
Comp	\$18,622	\$22,500	(\$3,878)	-17.2%	\$22,499	(\$3,877)	-17.2%
28 Day	\$2,237,945	\$2,396,658	(\$158,713)	-6.6%	\$2,398,183	(\$160,238)	-6.7%
Total Revenue	\$3,691,883	\$3,759,028	(\$67,145)	-1.8%	\$3,779,432	(\$87,549)	-2.3%
Average Rates							
Cash	\$31.88	\$32.21	(\$0.33)	-1.0%	\$32.35	(\$0.47)	-1.5%
Comp	\$26.38	\$26.69	(\$0.31)	-1.2%	\$26.69	(\$0.31)	-1.2%
28 Day	\$12.86	\$13.05	(\$0.19)	-1.5%	\$13.06	(\$0.20)	-1.5%

Reno-Sparks Convention and Visitors Authority

Vacation Rental Statistics - Year To Date

February 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	12,920	14,943	(2,023)	-13.5%	15,093	(2,173)	-14.4%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	48,587	41,819	6,768	16.2%	41,819	6,768	16.2%
Total Occupied Rooms	61,507	56,762	4,745	8.4%	56,912	4,595	8.1%
Vacant	88,966	95,842	(6,876)	-7.2%	94,197	(5,231)	-5.6%
Total Available Rooms	150,473	152,604	(2,131)	-1.4%	151,109	(636)	-0.4%
Percentage of Occupancy							
Cash	8.6%	9.8%	(1.2)	-12.2%	10.0%	(1.4)	-14.0%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	32.3%	27.4%	4.9	17.9%	27.7%	4.6	16.6%
Total Occupancy Percentage	40.9%	37.2%	3.7	9.9%	37.7%	3.2	8.5%
Vacant	59.1%	62.8%	(3.7)	-5.9%	62.3%	(3.2)	-5.1%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$4,189,806	\$3,826,300	\$363,506	9.5%	\$3,884,567	\$305,239	7.9%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$2,178,182	\$2,024,239	\$153,943	7.6%	\$2,024,240	\$153,942	7.6%
Total Revenue	\$6,367,988	\$5,850,539	\$517,449	8.8%	\$5,908,807	\$459,181	7.8%
Average Rates							
Cash	\$324.29	\$256.06	\$68.23	26.6%	\$257.38	\$66.91	26.0%
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$44.83	\$48.40	(\$3.57)	-7.4%	\$48.40	(\$3.57)	-7.4%

Reno-Sparks Convention and Visitors Authority

Timeshare Statistics - Year To Date

February 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	35,261	36,002	(741)	-2.1%	36,367	(1,106)	-3.0%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	-	-	-	0.0%	-	-	0.0%
Total Occupied Rooms	35,261	36,002	(741)	-2.1%	36,367	(1,106)	-3.0%
Vacant	101,801	100,078	1,723	1.7%	92,985	8,816	9.5%
Total Available Rooms	137,062	136,080	982	0.7%	129,352	7,710	6.0%
Percentage of Occupancy							
Cash	25.7%	26.5%	(0.8)	-3.0%	28.1%	(2.4)	-8.5%
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	25.7%	26.5%	(0.8)	-3.0%	28.1%	(2.4)	-8.5%
Vacant	74.3%	73.5%	0.8	1.1%	71.9%	2.4	3.3%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$1,082,312	\$973,609	\$108,703	11.2%	\$988,437	\$93,875	9.5%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
Total Revenue	\$1,082,312	\$973,609	\$108,703	11.2%	\$988,437	\$93,875	9.5%
Average Rates							
Cash	\$30.69	\$27.04	\$3.65	13.5%	\$27.18	\$3.51	12.9%
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
Taxable Revenue by District
February 2011**

Current Month Actual February 2011	Last Year Actual February 2010			Tax District	Year To Date Actual February 2011	Last Year - Year To Date Actual February 2010		
	Amount	Increase (Decrease) Amount % Percent				Amount	Increase (Decrease) Amount % Percent	
7,972,814	7,977,172	(4,358)	-0.1%	Reno B	74,393,757	74,347,245	46,512	0.1%
4,668,710	4,718,897	(50,187)	-1.1%	Reno D	41,723,581	43,366,486	(1,642,905)	-3.8%
54,916	53,703	1,213	2.3%	Reno E	500,582	550,458	(49,876)	-9.1%
12,696,440	12,749,772	(53,332)	-0.4%	Total Reno	116,617,920	118,264,189	(1,646,269)	-1.4%
10,061	14,498	(4,437)	-30.6%	Washoe A	175,464	195,513	(20,049)	-10.3%
1,899,319	1,940,632	(41,313)	-2.1%	Washoe B	21,325,837	20,310,775	1,015,062	5.0%
1,909,380	1,955,130	(45,750)	-2.3%	Total Washoe Co.	21,501,301	20,506,288	995,013	4.9%
2,325,717	2,298,131	27,586	1.2%	Sparks	15,532,833	16,385,005	(852,172)	-5.2%
16,931,537	17,003,033	(71,496)	-0.4%	Total Taxable Revenue	153,652,054	155,155,482	(1,503,428)	-1.0%