

RENO-SPARKS CONVENTION & VISITORS AUTHORITY

July 2011

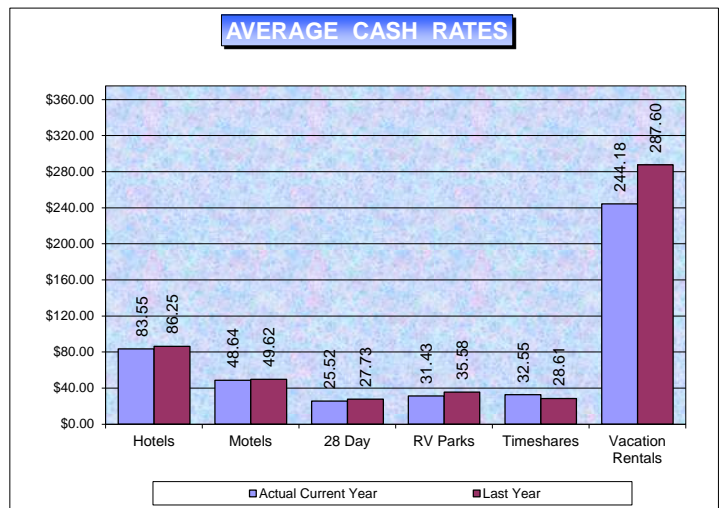
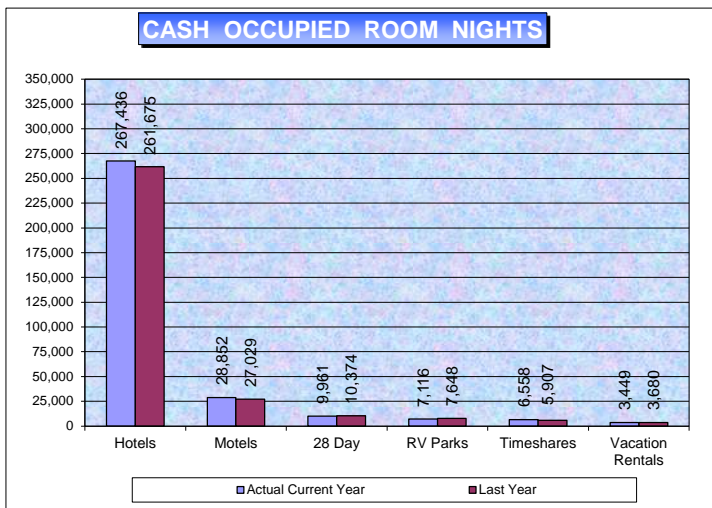
Room Statistics

Taxable room revenues for the month total \$25,281,259 and are below prior year by \$415,256 (-1.6%). Cash occupied room nights of 323,372 are above prior year by 7,059 (2.2%). Comp occupied room nights of 82,497 are below prior year by 3,514 (-4.1%), and 28-day occupied room nights of 108,128 are below prior year by 618 (-0.6%). Total occupied rooms for the month (Cash, Comp, 28-day) of 513,997 are 2,927 (0.6%) above the prior year.

Overall, Washoe County occupancy percentages of 68.3% for the month are 1.2% above the 67.5% level of the prior year. There were 4,781 (-0.6%) less available rooms for the month.

Overall cash average rates for the month of \$78.18 are down \$3.06 (-3.8%), compared to \$81.24 for the prior year.

Segments	Available Rooms	Cash Occupied Rooms	Average Cash Rate		Increase (Decrease)	
			Actual	Last Year	Amount	% Percent
Hotels	463,173	267,436	\$83.55	\$86.25	(\$2.70)	-3.1%
Motels	65,658	28,852	\$48.64	\$49.62	(\$0.98)	-2.0%
28 Day	128,969	9,961	\$25.52	\$27.73	(\$2.21)	-8.0%
RV Parks	54,157	7,116	\$31.43	\$35.58	(\$4.15)	-11.7%
Timeshares	17,496	6,558	\$32.55	\$28.61	\$3.94	13.8%
Vacation Rentals	23,126	3,449	\$244.18	\$287.60	(\$43.42)	-15.1%
Totals	752,579	323,372	\$78.18	\$81.24	(\$3.06)	-3.8%



Attached please find the detail statistics for each market segment.

Reno-Sparks Convention and Visitors Authority

Combined Room Statistics

July 2011

Description	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Taxable Room Revenues	\$25,281,259	\$26,271,858	(\$990,599)	-3.8%	\$25,696,515	(\$415,256)	-1.6%
Occupied Rooms - Cash	323,372	320,666	2,706	0.8%	316,313	7,059	2.2%
Average Rate - Cash	\$78.18	\$81.93	(\$3.75)	-4.6%	\$81.24	(\$3.06)	-3.8%
Occupied Rooms							
Cash	323,372	320,666	2,706	0.8%	316,313	7,059	2.2%
Comp	82,497	87,722	(5,225)	-6.0%	86,011	(3,514)	-4.1%
28 Day	108,128	105,054	3,074	2.9%	108,746	(618)	-0.6%
Total Occupied Rooms	513,997	513,442	555	0.1%	511,070	2,927	0.6%
Percentage of Occupancy							
Cash	43.0%	41.7%	1.3	3.1%	41.8%	1.2	2.9%
Comp	11.0%	11.4%	(0.4)	-3.5%	11.4%	(0.4)	-3.5%
28 Day	14.4%	13.7%	0.7	5.1%	14.4%	-	0.0%
Total Percentage of Occupancy	68.3%	66.8%	1.5	2.2%	67.5%	0.8	1.2%
Market Segments							
Occupied Rooms - Cash							
Hotels	267,436	264,791	2,645	1.0%	261,675	5,761	2.2%
Motels	28,852	28,380	472	1.7%	27,029	1,823	6.7%
28 Day Motels	9,961	10,218	(257)	-2.5%	10,374	(413)	-4.0%
R.V. Parks	7,116	7,992	(876)	-11.0%	7,648	(532)	-7.0%
Vacation Rentals	3,449	3,496	(47)	-1.3%	3,680	(231)	-6.3%
Timehares	6,558	5,789	769	13.3%	5,907	651	11.0%
Total Occupied - Cash	323,372	320,666	2,706	0.8%	316,313	7,059	2.2%
Percentage of Occupancy - Cash							
Hotels	57.7%	55.4%	2.3	4.2%	55.5%	2.2	4.0%
Motels	43.9%	42.1%	1.8	4.3%	41.5%	2.4	5.8%
28 Day Motels	7.7%	7.7%	0.0	0.0%	7.9%	(0.2)	-2.5%
R.V. Parks	13.1%	14.8%	(1.7)	-11.5%	14.1%	(1.0)	-7.1%
Vacation Rentals	14.9%	17.6%	(2.7)	-15.3%	20.0%	(5.1)	-25.5%
Timeshares	37.5%	33.3%	4.2	12.6%	35.7%	1.8	5.0%
Total Occupancy Percentage - Cash	43.0%	41.7%	1.3	3.1%	41.8%	1.2	2.9%
Average Rates - Cash							
Hotels	\$83.55	\$86.93	(\$3.38)	-3.9%	\$86.25	(\$2.70)	-3.1%
Motels	\$48.64	\$49.15	(\$0.51)	-1.0%	\$49.62	(\$0.98)	-2.0%
28 Day Motels	\$25.52	\$27.02	(\$1.50)	-5.6%	\$27.73	(\$2.21)	-8.0%
R.V. Parks	\$31.43	\$35.58	(\$4.15)	-11.7%	\$35.58	(\$4.15)	-11.7%
Vacation Rentals	\$244.18	\$317.87	(\$73.69)	-23.2%	\$287.60	(\$43.42)	-15.1%
Timeshares	\$32.55	\$32.11	\$0.44	1.4%	\$28.61	\$3.94	13.8%
Total Cash Average Rate	\$78.18	\$81.93	(\$3.75)	-4.6%	\$81.24	(\$3.06)	-3.8%

Reno-Sparks Convention and Visitors Authority

Combined Room Statistics

July 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	323,372	320,666	2,706	0.8%	316,313	7,059	2.2%
Comp	82,497	87,722	(5,225)	-6.0%	86,011	(3,514)	-4.1%
28 Day	108,128	105,054	3,074	2.9%	108,746	(618)	-0.6%
Total Occupied Rooms	513,997	513,442	555	0.1%	511,070	2,927	0.6%
Vacant	238,582	255,327	(16,745)	-6.6%	246,290	(7,708)	-3.1%
Total Available Rooms	752,579	768,769	(16,190)	-2.1%	757,360	(4,781)	-0.6%
Percentage of Occupancy							
Cash	43.0%	41.7%	1.3	3.1%	41.8%	1.2	2.9%
Comp	11.0%	11.4%	(0.4)	-3.5%	11.4%	(0.4)	-3.5%
28 Day	14.4%	13.7%	0.7	5.1%	14.4%	-	0.0%
Total Occupancy Percentage	68.3%	66.8%	1.5	2.2%	67.5%	0.8	1.2%
Vacant	31.7%	33.2%	(1.5)	-4.5%	32.5%	(0.8)	-2.5%
Total (must equal 100.0%)	100.0%	100.0%	0.0	0.0%	100.0%	0.0	0.0%
Revenue							
Cash - Taxable	\$25,281,259	\$26,271,858	(\$990,599)	-3.8%	\$25,696,515	(\$415,256)	-1.6%
Comp	\$5,569,441	\$5,596,438	(\$26,997)	-0.5%	\$5,487,055	\$82,386	1.5%
28 Day	\$2,054,483	\$2,054,146	\$337	0.0%	\$2,128,260	(\$73,777)	-3.5%
Total Revenue	\$32,905,183	\$33,922,442	(\$1,017,259)	-3.0%	\$33,311,830	(\$406,647)	-1.2%
Average Rates							
Cash	\$78.18	\$81.93	(\$3.75)	-4.6%	\$81.24	(\$3.06)	-3.8%
Comp	\$67.51	\$63.80	\$3.71	5.8%	\$63.79	\$3.72	5.8%
28 Day	\$19.00	\$19.55	(\$0.55)	-2.8%	\$19.57	(\$0.57)	-2.9%

Reno-Sparks Convention and Visitors Authority

Hotel Statistics

July 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	267,436	264,791	2,645	1.0%	261,675	5,761	2.2%
Comp	82,210	87,263	(5,053)	-5.8%	85,552	(3,342)	-3.9%
28 Day	1,608	1,853	(245)	-13.2%	1,853	(245)	-13.2%
Total Occupied Rooms	351,254	353,907	(2,653)	-0.7%	349,080	2,174	0.6%
Vacant	111,919	124,144	(12,225)	-9.8%	122,380	(10,461)	-8.5%
Total Available Rooms	463,173	478,051	(14,878)	-3.1%	471,460	(8,287)	-1.8%
Percentage of Occupancy							
Cash	57.7%	55.4%	2.3	4.2%	55.5%	2.2	4.0%
Comp	17.7%	18.3%	(0.6)	-3.3%	18.1%	(0.4)	-2.2%
28 Day	0.3%	0.4%	(0.1)	-25.0%	0.4%	(0.1)	-25.0%
Total Occupancy Percentage	75.8%	74.0%	1.8	2.4%	74.0%	1.8	2.4%
Vacant	24.2%	26.0%	(1.8)	-6.9%	26.0%	(1.8)	-6.9%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$22,344,525	\$23,019,348	(\$674,823)	-2.9%	\$22,568,210	(\$223,685)	-1.0%
Comp	\$5,558,135	\$5,578,523	(\$20,388)	-0.4%	\$5,469,140	\$88,995	1.6%
28 Day	\$101,610	\$89,192	\$12,418	13.9%	\$89,192	\$12,418	13.9%
Total Revenue	\$28,004,270	\$28,687,063	(\$682,793)	-2.4%	\$28,126,542	(\$122,272)	-0.4%
Average Rates							
Cash	\$83.55	\$86.93	(\$3.38)	-3.9%	\$86.25	(\$2.70)	-3.1%
Comp	\$67.61	\$63.93	\$3.68	5.8%	\$63.93	\$3.68	5.8%
28 Day	\$63.19	\$48.13	\$15.06	31.3%	\$48.13	\$15.06	31.3%

Reno-Sparks Convention and Visitors Authority

Motel Statistics

July 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	28,852	28,380	472	1.7%	27,029	1,823	6.7%
Comp	163	333	(170)	-51.1%	333	(170)	-51.1%
28 Day	4,451	4,087	364	8.9%	4,087	364	8.9%
Total Occupied Rooms	33,466	32,800	666	2.0%	31,449	2,017	6.4%
Vacant	32,192	34,532	(2,340)	-6.8%	33,711	(1,519)	-4.5%
Total Available Rooms	65,658	67,332	(1,674)	-2.5%	65,160	498	0.8%
Percentage of Occupancy							
Cash	43.9%	42.1%	1.8	4.3%	41.5%	2.4	5.8%
Comp	0.2%	0.5%	(0.3)	-60.0%	0.5%	(0.3)	-60.0%
28 Day	6.8%	6.1%	0.7	11.5%	6.3%	0.5	7.9%
Total Occupancy Percentage	51.0%	48.7%	2.3	4.7%	48.3%	2.7	5.6%
Vacant	49.0%	51.3%	(2.3)	-4.5%	51.7%	(2.7)	-5.2%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$1,403,257	\$1,394,894	\$8,363	0.6%	\$1,341,244	\$62,013	4.6%
Comp	\$7,745	\$14,654	(\$6,909)	-47.1%	\$14,654	(\$6,909)	-47.1%
28 Day	\$90,822	\$76,293	\$14,529	19.0%	\$76,293	\$14,529	19.0%
Total Revenue	\$1,501,824	\$1,485,841	\$15,983	1.1%	\$1,432,191	\$69,633	4.9%
Average Rates							
Cash	\$48.64	\$49.15	(\$0.51)	-1.0%	\$49.62	(\$0.98)	-2.0%
Comp	\$47.52	\$44.01	\$3.51	8.0%	\$44.01	\$3.51	8.0%
28 Day	\$20.40	\$18.67	\$1.73	9.3%	\$18.67	\$1.73	9.3%

Reno-Sparks Convention and Visitors Authority

28 Day Motel Statistics

July 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	9,961	10,218	(257)	-2.5%	10,374	(413)	-4.0%
Comp	-	31	(31)	-100.0%	31	(31)	-100.0%
28 Day	72,452	70,155	2,297	3.3%	73,847	(1,395)	-1.9%
Total Occupied Rooms	82,413	80,404	2,009	2.5%	84,252	(1,839)	-2.2%
Vacant	46,556	51,656	(5,100)	-9.9%	47,374	(818)	-1.7%
Total Available Rooms	128,969	132,060	(3,091)	-2.3%	131,626	(2,657)	-2.0%
Percentage of Occupancy							
Cash	7.7%	7.7%	-	0.0%	7.9%	(0.2)	-2.5%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	56.2%	53.1%	3.1	5.8%	56.1%	0.1	0.2%
Total Occupancy Percentage	63.9%	60.9%	3.0	4.9%	64.0%	(0.1)	-0.2%
Vacant	36.1%	39.1%	(3.0)	-7.7%	36.0%	0.1	0.3%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$254,156	\$276,126	(\$21,970)	-8.0%	\$287,631	(\$33,475)	-11.6%
Comp	\$0	\$450	(\$450)	-100.0%	\$450	(\$450)	-100.0%
28 Day	\$1,279,783	\$1,301,958	(\$22,175)	-1.7%	\$1,376,072	(\$96,289)	-7.0%
Total Revenue	\$1,533,939	\$1,578,534	(\$44,595)	-2.8%	\$1,664,153	(\$130,214)	-7.8%
Average Rates							
Cash	\$25.52	\$27.02	(\$1.50)	-5.6%	\$27.73	(\$2.21)	-8.0%
Comp	\$0.00	\$14.52	(\$14.52)	-100.0%	\$14.52	(\$14.52)	-100.0%
28 Day	\$17.66	\$18.56	(\$0.90)	-4.8%	\$18.63	(\$0.97)	-5.2%

Reno-Sparks Convention and Visitors Authority

RV Park Statistics

July 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	7,116	7,992	(876)	-11.0%	7,648	(532)	-7.0%
Comp	124	95	29	30.5%	95	29	30.5%
28 Day	23,353	23,386	(33)	-0.1%	23,386	(33)	-0.1%
Total Occupied Rooms	30,593	31,473	(880)	-2.8%	31,129	(536)	-1.7%
Vacant	23,564	22,684	880	3.9%	22,997	567	2.5%
Total Available Rooms	54,157	54,157	-	0.0%	54,126	31	0.1%
Percentage of Occupancy							
Cash	13.1%	14.8%	(1.7)	-11.5%	14.1%	(1.0)	-7.1%
Comp	0.2%	0.2%	-	0.0%	0.2%	-	0.0%
28 Day	43.1%	43.2%	(0.1)	-0.2%	43.2%	(0.1)	-0.2%
Total Occupancy Percentage	56.5%	58.1%	(1.6)	-2.8%	57.5%	(1.0)	-1.7%
Vacant	43.5%	41.9%	1.6	3.8%	42.5%	1.0	2.4%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$223,646	\$284,338	(\$60,692)	-21.3%	\$272,094	(\$48,448)	-17.8%
Comp	\$3,561	\$2,811	\$750	26.7%	\$2,811	\$750	26.7%
28 Day	\$301,193	\$312,081	(\$10,888)	-3.5%	\$312,081	(\$10,888)	-3.5%
Total Revenue	\$528,400	\$599,230	(\$70,830)	-11.8%	\$586,986	(\$58,586)	-10.0%
Average Rates							
Cash	\$31.43	\$35.58	(\$4.15)	-11.7%	\$35.58	(\$4.15)	-11.7%
Comp	\$28.72	\$29.59	(\$0.87)	-2.9%	\$29.59	(\$0.87)	-2.9%
28 Day	\$12.90	\$13.34	(\$0.44)	-3.3%	\$13.34	(\$0.44)	-3.3%

Reno-Sparks Convention and Visitors Authority

Vacation Rental Statistics

July 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	3,449	3,496	(47)	-1.3%	3,680	(231)	-6.3%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	6,233	5,573	660	11.8%	5,573	660	11.8%
Total Occupied Rooms	9,682	9,069	613	6.8%	9,253	429	4.6%
Vacant	13,444	10,740	2,704	25.2%	9,192	4,252	46.3%
Total Available Rooms	23,126	19,809	3,317	16.7%	18,445	4,681	25.4%
Percentage of Occupancy							
Cash	14.9%	17.6%	(2.7)	-15.3%	20.0%	(5.1)	-25.5%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	27.0%	28.1%	(1.1)	-3.9%	30.2%	(3.2)	-10.6%
Total Occupancy Percentage	41.9%	45.8%	(3.9)	-8.5%	50.2%	(8.3)	-16.5%
Vacant	58.1%	54.2%	3.9	7.2%	49.8%	8.3	16.7%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$842,181	\$1,111,278	(\$269,097)	-24.2%	\$1,058,360	(\$216,179)	-20.4%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$279,866	\$274,622	\$5,244	1.9%	\$274,622	\$5,244	1.9%
Total Revenue	\$1,122,047	\$1,385,900	(\$263,853)	-19.0%	\$1,332,982	(\$210,935)	-15.8%
Average Rates							
Cash	\$244.18	\$317.87	(\$73.69)	-23.2%	\$287.60	(\$43.42)	-15.1%
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$44.90	\$49.28	(\$4.38)	-8.9%	\$49.28	(\$4.38)	-8.9%

Reno-Sparks Convention and Visitors Authority

Timeshare Statistics

July 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	6,558	5,789	769	13.3%	5,907	651	11.0%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	31	-	31	100.0%	-	31	100.0%
Total Occupied Rooms	6,589	5,789	800	13.8%	5,907	682	11.5%
Vacant	10,907	11,571	(664)	-5.7%	10,636	271	2.5%
Total Available Rooms	17,496	17,360	136	0.8%	16,543	953	5.8%
Percentage of Occupancy							
Cash	37.5%	33.3%	4.2	12.6%	35.7%	1.8	5.0%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	0.2%	0.0%	0.2	100.0%	0.0%	0.2	100.0%
Total Occupancy Percentage	37.7%	33.3%	4.4	13.2%	35.7%	2.0	5.6%
Vacant	62.3%	66.7%	(4.4)	-6.6%	64.3%	(2.0)	-3.1%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$213,494	\$185,874	\$27,620	14.9%	\$168,976	\$44,518	26.3%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$1,209	\$0	\$1,209	100.0%	\$0	\$1,209	100.0%
Total Revenue	\$214,703	\$185,874	\$28,829	15.5%	\$168,976	\$45,727	27.1%
Average Rates							
Cash	\$32.55	\$32.11	\$0.44	1.4%	\$28.61	\$3.94	13.8%
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
July 2011**

Current Month Actual July 2011	Last Year Actual July 2010			Tax District	Year To Date Actual July 2011	Last Year - Year To Date Actual July 2010		
	Amount	Amount	Increase (Decrease) % Percent			Amount	Amount	Increase (Decrease) % Percent
11,044,676	11,732,328	(687,652)	-5.9%	Reno B	11,044,676	11,732,328	(687,652)	-5.9%
6,242,768	6,489,735	(246,967)	-3.8%	Reno D	6,242,768	6,489,735	(246,967)	-3.8%
59,599	62,405	(2,806)	-4.5%	Reno E	59,599	62,405	(2,806)	-4.5%
17,347,043	18,284,468	(937,426)	-5.1%	Total Reno	17,347,043	18,284,468	(937,426)	-5.1%
29,417	27,116	2,301	8.5%	Washoe A	29,417	27,116	2,301	8.5%
5,317,372	5,244,274	73,098	1.4%	Washoe B	5,317,372	5,244,274	73,098	1.4%
5,346,789	5,271,390	75,399	1.4%	Total Washoe Co.	5,346,789	5,271,390	75,399	1.4%
2,587,429	2,140,656	446,773	20.9%	Sparks	2,587,429	2,140,656	446,773	20.9%
25,281,260	25,696,514	(415,254)	-1.6%	Total Taxable Revenue	25,281,260	25,696,514	(415,254)	-1.6%

<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