

The Reno-Sparks Convention & Visitors Authority
Reno, Nevada

2002 Marketing Report

Mission Statement

To increase overnight visitation

Vision Statement

To be a premier, four-season recreation, resort and meeting destination with the added value of gaming and entertainment.



www.renolaketahoe.com

Reno-Sparks Convention & Visitors Authority

2002 MARKETING REPORT

The Reno-Sparks Convention & Visitors Authority (RSCVA), established in 1959 as the Washoe County Fair and Recreation Board, acts as a marketing organization for the county to promote convention and tourism business. It owns the following facilities.

Reno-Sparks Convention Center
Reno Livestock Events Center
Pioneer Center for the Performing Arts
(Managed by the Reno Performing Arts Center Association.)

Wildcreek Golf Course
Northgate Golf Course
National Bowling Stadium
(Operated by the RSCVA)

The RSCVA's revenues come from three sources: room license taxes, revenue derived from the operation of the facilities it owns and income from investments. Room license taxes provide the predominant portion of these revenues.

Board of Directors

Phil Salerno

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City of Sparks

Washoe County Commission

Financial Industry

General Business

Motel Industry

Gaming Industry

Gaming Industry

Air Service Industry

City of Reno

City of Reno

Incline Village/Crystal Bay

Gaming Industry

Washoe County

2002 Annual Marketing Report

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Washoe County Population & Climate

POPULATION

	2002 Projection	2001 Census	% Change
Washoe County (all)	357,776	353,271	1.28%
Reno	187,834	186,883	0.51%
Sparks	75,255	71,753	4.88%
Incline Village/Crystal Bay	10,356	9,945	4.13%

AVERAGE TEMPERATURES

	Reno/Sparks		Lake Tahoe	
	High	Low	High	Low
Jan	46	23	40	22
Feb	54	27	48	25
Mar	56	29	45	24
Apr	66	38	54	31
May	74	43	62	38
Jun	87	53	73	43
Jul	96	61	81	51
Aug	90	55	78	49
Sep	83	49	73	45
Oct	69	37	62	36
Nov	57	30	48	29
Dec	48	27	42	24

Reno averages 1937 to 2002 (65 years), Lake Tahoe averages 1948 to 2002 (54 years).

Visitor Count

VISITOR BY MONTH ALL WASHOE COUNTY

Month	2002	2001	% Change
Jan	336,325	330,883	2%
Feb	370,683	362,626	2%
Mar	407,667	454,451	-10%
Apr	415,236	429,549	-3%
May	409,735	441,891	-7%
Jun	428,659	470,970	-9%
Jul	472,611	471,732	0%
Aug	497,946	484,504	3%
Sep	464,211	448,778	3%
Oct	417,051	427,174	-2%
Nov	353,944	352,534	0%
Dec	340,786	333,412	2%
Total	4,914,854	5,008,504	-2%

VISITORS' PRIMARY MODES OF TRANSPORTATION

	2002		2001		% Change
	Percent Each Mode*	Projected Visitors	Percent Each Mode	Projected Visitors	
Auto/RV/Truck	71.2%	3,529,461	53.7%	2,712,441	30.1%
Air	20.5%	1,003,522	34.9%	1,762,834	-43.1%
Train	1.7%	34,267	1.7%	85,869	-60.1%
Motorcoach	6.6%	323,085	9.6%	484,906	-33.4%
Total	100.00%	4,890,335	100.00%	5,046,050	-3.1%

*These percentages represent what visitors stated as their "primary" modes of transportation to the area in the 2002 Visitor Profile Study. Various intermodal combinations may have been used, e.g. air/auto, train/bus, etc.

ECONOMIC IMPACT

	2002	2001	2000	% Chg	1999	1998
1 Number of visitors to Washoe County	4,914,854	5,008,504	5,188,325	-1.87%	5,051,101	5,121,695
2 Non-Gaming Trip Budgets per person*	\$296	\$296	\$296		\$296	\$279
3 Non-Gaming Impact-Direct (1x2)	\$1,454,796,784	\$1,482,517,184	\$1,535,744,200	-1.87%	\$1,495,125,896	\$1,428,952,905
4 Economic Multiplier	1.77	1.77	1.77		1.77	1.77
5 Non-Gaming Impact-Indirect (6-3)	\$1,120,193,524	\$1,141,538,232	\$1,182,523,034	-1.87%	\$1,151,246,940	\$1,100,293,737
6 Non-Gaming Impacts-Total (3x4)	\$2,574,990,308	\$2,624,055,416	\$2,718,267,234	-1.87%	\$2,646,372,836	\$2,529,246,642
7 Washoe County Total Gaming Win	\$1,034,789,000	\$1,034,789,000	\$1,080,732,131	-4.25%	\$1,073,549,553	\$1,024,538,712
8 Discount for Local Gaming	15%	15%	15%		15%	15%
9 Visitor-Related Gaming Win (7-8)	\$879,570,650	\$879,570,650	\$918,622,311	-4.25%	\$912,517,120	\$870,857,905
10 Economic Multiplier	1.98	1.98	1.98		1.98	1.98
11 Gaming Impact-Indirect (12-9)	\$861,979,237	\$861,979,237	\$900,249,865	-4.25%	\$894,266,778	\$853,440,747
12 Gaming Impact-Total (9x10)	\$1,741,549,887	\$1,741,549,887	\$1,818,872,176	-4.25%	\$1,806,783,898	\$1,724,298,652
13 Direct Economic Effects (3+9)	\$2,334,367,434	\$2,362,087,834	\$2,454,366,511	-2.78%	\$2,407,643,016	\$2,299,810,810
14 Indirect Economic Effects (5+11)	\$1,982,172,761	\$2,003,517,469	\$2,082,772,899	-2.92%	\$2,045,513,718	\$1,953,734,484
TOTAL ECONOMIC IMPACTS (6+12)	\$4,316,540,195	\$4,365,605,303	\$4,537,139,410	-2.84%	\$4,453,156,734	\$4,253,545,294

VISITOR RESEARCH

Highlands of the Reno-Sparks Visitor Profile Study

	2002 n=2558	1999 n=2,523	1998 n=2,512	1997 n=2,535	1996 n=2,540	1995 n=2,570	1994 n=2,551	1993 n=2,507	1992 n=2,235
Satisfaction:									
Intend to return to Reno-Sparks (75-100% chance within 2 yrs)	83%	83%	82%	84%	86%	86%	84%	81%	82%
Trip Characteristics:									
Day visitor	4%	12%	11%	10%	12%	12%	9%	10%	9%
Overnight visitors-commercial accom.	96%	84%	85%	86%	84%	83%	86%	82%	84%
Overnight visitors-friends/relatives/other	1%	4%	4%	4%	4%	5%	5%	8%	7%
Visiting primarily on business	6%	7%	7%	n/a	8%	n/a	7%	5%	7%
Visiting for convention/meeting	13%	9%	7%	10%	5%	8%	7%	6%	4%
First time visitors	15%	18%	18%	20%	19%	16%	17%	16%	17%
Avg. visits per year (First time visitors)	4.8	4.1	3.9	4.3	3.8	4.0	4.0	3.0	3.5
Avg. members in party	2.9	2.7	2.7	2.8	2.6	2.6	2.6	2.7	2.6
Travelling with persons under 21	19%	9%	8%	9%	8%	8%	10%	11%	11%
Average length of stay (nights):									
Day & overnight visitors	2.4	2.4	2.5	2.5	2.4	2.5	2.6	2.9	2.7
Overnight visitors only	2.5	2.8	2.8	2.8	2.7	2.9	2.9	3.2	3.0
Mean Daily Budget (per person)*:									
Gaming	\$212	\$182	\$163	\$159	\$199	\$174	\$175	\$154	\$158
Non-Gaming	\$131	\$104	\$95	\$87	\$86	\$92	\$94	\$95	\$85
Total	\$343	\$286	\$258	\$246	\$285	\$266	\$269	\$249	\$243
Other Visitor Characteristics:									
Median age (years)	53	54	55	54	54	51	51	50	51
Median family income (000)	\$59.6	\$56.5	\$52.3	\$51.3	\$53.4	\$47.5	\$47.6	\$43.9	\$42.9
Male	46%	47%	49%	45%	43%	48%	46%	48%	55%
Female	54%	53%	51%	55%	57%	52%	54%	52%	45%
Residence of Visitors									
Top U.S. Markets:									
1. California	59%	51%	50%	50%	48%	47%	47%	45%	46%
2. Washington	9%	10%	10%	10%	11%	12%	13%	12%	11%
3. Oregon	7%	7%	7%	7%	9%	7%	8%	9%	9%
4. Nevada	2%	4%	4%	4%	5%	5%	4%	6%	3%
5. Texas	2%	3%	2%	2%	2%	2%	2%	3%	2%
California Breakdown:									
Greater San Francisco Bay Area	26%	21%	20%	21%	20%	19%	20%	18%	19%
Central Valley	17%	15%	14%	14%	14%	2%	12%	10%	12%
Southern California	6%	6%	7%	6%	7%	7%	6%	9%	7%
Foreign Visitors:									
Canada	4%	5%	5%	7%	8%	7%	9%	9%	10%
All other countries	1%	1%	1%	1%	1%	1%	1%	2%	1%

*Includes non participants.

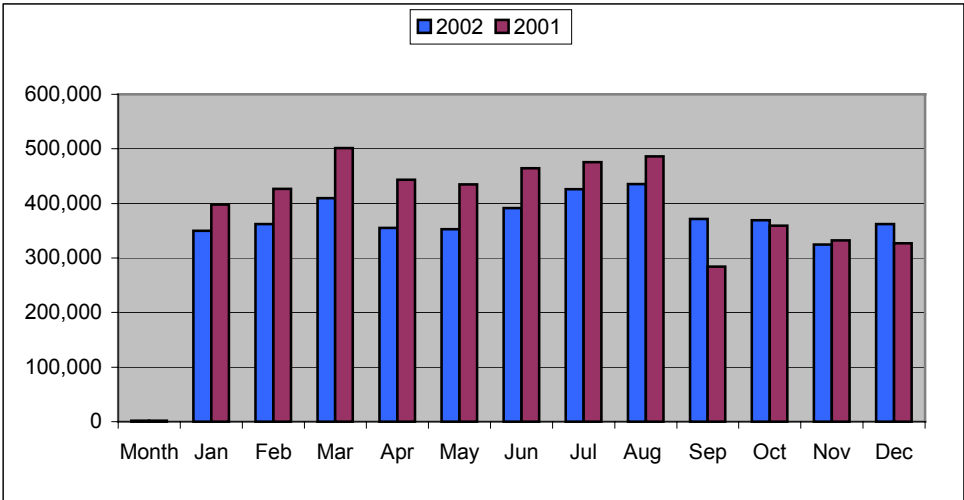
NOTE: All calculations are based on the total sample.

The complete 2002 Reno-Sparks Visitor Profile Study may be viewed on the rscva.com web-site.

Printed copies are available for \$30.00 each. See the Acknowledgements page for contact information.

**RENO/TAHOE INTERNATIONAL AIRPORT
TOTAL ENPLANEMENTS & DEPLANEMENTS
SCHEDULED & NONSCHEDULED FLIGHTS**

Month	2002	2001	% Chg
Jan	349,650	398,234	-12.2%
Feb	361,980	426,696	-15.2%
Mar	409,842	501,241	-18.2%
Apr	354,924	443,083	-19.9%
May	352,766	434,780	-18.9%
Jun	391,753	464,160	-15.6%
Jul	426,135	475,653	-10.4%
Aug	435,856	486,383	-10.4%
Sep	371,711	284,047	30.9%
Oct	369,302	359,222	2.8%
Nov	324,378	332,415	-2.4%
Dec	362,108	326,734	10.8%
Total	4,510,405	4,932,648	-8.6%



AIRPORT**DEPLANEMENTS
SCHEDULED FLIGHTS**

Month	2002	2001	% Change
Jan	170,413	194,944	-12.6%
Feb	182,176	215,458	-15.4%
Mar	199,419	249,558	-20.1%
Apr	176,209	217,279	-18.9%
May	177,714	218,174	-18.5%
Jun	195,284	231,953	-15.8%
Jul	214,662	238,598	-10.0%
Aug	218,529	243,907	-10.4%
Sep	183,870	140,591	30.8%
Oct	181,749	177,449	2.4%
Nov	161,644	165,593	-2.4%
Dec	187,050	169,004	10.7%
Total	2,248,719	2,462,508	-8.7%

**DEPLANEMENTS
CHARTER/NONSCHEDULED
FLIGHTS**

Month	2002	2001	% Change
Jan	1,076	1,607	-33.0%
Feb	487	1,033	-52.9%
Mar	805	1,516	-46.9%
Apr	1,030	800	28.8%
May	974	554	75.8%
Jun	850	167	409.0%
Jul	925	0	100.0%
Aug	989	157	529.9%
Sep	834	346	141.0%
Oct	1,035	182	468.7%
Nov	924	556	66.2%
Dec	717	0	100.0%
Total	10,646	6,918	53.9%

**TOTAL DEPLANEMENTS
SCHEDULED & CHARTER FLIGHTS**

Month	2002	2001	% Change
Jan	171,489	196,551	-12.8%
Feb	182,663	216,491	-15.6%
Mar	200,224	251,074	-20.3%
Apr	177,239	218,079	-18.7%
May	178,688	218,728	-18.3%
Jun	196,134	232,120	-15.5%
Jul	215,587	238,598	-9.6%
Aug	219,518	244,064	-10.1%
Sep	184,704	140,937	31.1%
Oct	182,784	177,631	2.9%
Nov	162,568	166,149	-2.2%
Dec	187,767	169,004	11.1%
Total	2,259,365	2,469,426	-8.5%

DEPLANEMENTS-BY AIRLINES

CARRIER	2002	2001	CHANGE
ALASKA	112,115	110,577	1.4%
ALLEGIANT	663	2001 BANKRUPTCY	N/A
AMERICA WEST	175,814	197,442	-11.0%
AMERICAN	293,072	338,100	-13.3%
CONTINENTAL	48,681	46,110	5.6%
DELTA	Closed	109,517	N/A
FRONTIER	45,508	7,805	N/A
MESA	2,619	New	N/A
NATIONAL	6,138	New	N/A
NORTHWEST	82,084	82,023	0.1%
SKYWEST	103,160	80,625	28.0%
SOUTHWEST	1,110,897	1,192,717	-6.9%
TWA	N/A	Closed 5/2000	N/A
UNITED	256,992	289,415	-11.2%
TOTAL SCHEDULED DEPLANEMENTS	2,237,743	2,454,331	-8.8%

AIR PASSENGER DISTRIBUTION

PASSENGER ARRIVALS <i>(Scheduled Flights Only)</i>			2,248,719			2,462,508	Numerical	%
							Change	Change
							Passenger	Passengers
			2002		2001		s	
RESIDENTS		25.1%	564,428	19.3%	475,264	89,164		18.8%
VISITORS		74.9%	1,684,291	80.8%	1,989,706	(305,416)		-15.3%
VISITOR DISTRIBUTION:								
RENO/SPARKS		66.0%	1,111,217	71.3%	1,418,503	(307,286)		-21.7%
CARSON CITY		2.6%	43,663	1.3%	26,252	17,411		66.3%
NO. LAKE TAHOE		6.9%	115,706	6.0%	118,586	(2,879)		-2.4%
SOUTH LAKE TAHOE		15.6%	261,976	14.1%	280,623	(18,646)		-6.6%
GARDNERVILLE/MINDEN		0.6%	10,916	0.5%	10,863	53		0.5%
LOYALTON/PORTOLA/SUSANVILLE		1.8%	30,564	0.8%	16,294	14,270		87.6%
FERNLEY/FALLON		0.9%	15,282	0.8%	16,294	(1,012)		-6.2%
OUT OF AREA		5.6%	94,966	5.1%	102,292	(7,325)		-7.2%
TOTAL		100.00%	1,684,291	100.0%	1,989,706	(305,416)		-15.3%

AVERAGE DAILY TRAFFIC

HIGHWAY

(Two-Way)

Month	I-80 W (Verdi)			US 395 S (No. of Carson City)			US 395 N (Bordertown)		
	2002	2001	% Chg	2002	2001	% Chg	2002	2001	% Chg
Jan	24,035	23,194	3.6%	29,681	28,479	4.2%	6,714	6,279	6.9%
Feb	27,586	22,104	24.8%	32,107	29,640	8.3%	7,946	6,305	26.0%
Mar	25,923	25,950	-0.1%	32,471	31,121	4.3%	8,071	7,622	5.9%
Apr	27,753	26,870	3.3%	33,264	32,236	3.2%	8,878	8,042	10.4%
May	30,195	29,518	2.3%	33,969	33,268	2.1%	9,631	9,200	4.7%
Jun	32,441	31,329	3.5%	36,086	35,235	2.4%	10,730	10,373	3.4%
Jul	34,907	34,212	2.0%	36,428	35,541	2.5%	11,409	10,557	8.1%
Aug	36,908	34,504	7.0%	38,024	36,992	2.8%	11,268	10,910	3.3%
Sep	32,063	34,530	-7.1%	36,043	34,124	5.6%	9,984	9,661	3.3%
Oct	29,139	29,724	-2.0%	34,563	33,340	3.7%	9,544	8,994	6.1%
Nov	26,171	24,343	7.5%	31,822	30,837	3.2%	8,497	8,144	4.3%
Dec	23,403	22,431	4.3%	30,014	29,970	0.1%	7,433	7,098	4.7%
Average	29,210	28,226	3.5%	33,706	32,565	3.5%	9,175	8,599	6.7%
Ttl Traffic	350,524	338,709	3.5%	404,472	390,783	3.5%	110,105	103,185	6.7%

INBOUND HIGHWAY TRAFFIC

Month	I-80 W (Verdi)			US 395 S (No. of Carson City)			US 395 N (Bordertown)		
	2002	2001	% Chg	2002	2001	% Chg	2002	2001	% Chg
Jan	538,725	714,660	-24.6%	925,237	1,351,273	-31.5%	220,880	194,419	13.6%
Feb	636,901	618,907	2.9%	898,985	829,916	8.3%	222,480	176,544	26.0%
Mar	744,695	810,552	-8.1%	1,000,372	1,000,340	0.0%	251,986	238,333	5.7%
Apr	825,434	809,407	2.0%	999,571	1,250,702	-20.1%	265,023	241,306	9.8%
May	931,914	901,441	3.4%	1,063,173	1,037,230	2.5%	298,760	282,316	5.8%
Jun	982,685	949,743	3.5%	1,071,600	1,058,357	1.3%	323,269	313,952	3.0%
Jul	1,068,968	1,060,110	0.8%	1,100,709	1,354,606	-18.7%	350,863	326,942	7.3%
Aug *	1,152,992	313,969	267.2%	1,184,243	1,154,355	2.6%	351,678	337,817	4.1%
Sep *	968,224	283,497	241.5%	1,071,911	1,016,027	5.5%	299,943	384,885	-22.1%
Oct *	892,300	416,634	114.2%	1,077,626	1,662,803	-35.2%	294,156	276,544	6.4%
Nov	792,020	688,500	15.0%	956,040	929,655	2.8%	256,546	244,391	5.0%
Dec	724,974	495,327	46.4%	924,476	917,550	0.8%	229,912	219,676	4.7%
Average	854,986	671,896	27.2%	1,022,829	1,130,235	-9.5%	280,458	269,760	4.0%
Ttl Traffic	10,259,832	8,062,747	27.2%	12,273,943	13,562,814	-9.5%	3,365,496	3,237,125	4.0%

TRAIN

AMTRAK CALIFORNIA ZEPHYR

Arrivals at Reno & Sparks

Month	2002	2001	%Chg
Jan	4,701	3,644	29.0%
Feb	4,653	4,440	4.8%
Mar	3,874	4,228	-8.4%
Apr	2,188	2,794	-21.7%
May	1,439	2,096	-31.3%
Jun	1,482	2,057	-28.0%
Jul	1,775	2,188	-18.9%
Aug	1,839	2,078	-11.5%
Sep	1,547	1,749	-11.5%
Oct	1,683	2,049	-17.9%
Nov	1,840	2,445	-24.7%
Dec	2,807	2,794	0.5%
Total	29,828	32,562	-8.4%

AMTRAK

On/Off passengers eastbound & westbound at Reno & Sparks

Month	California Zephyr		% Chg
	2002	2001	
Jan	8,076	6,076	32.9%
Feb	8,204	7,747	5.9%
Mar	6,506	7,436	-12.5%
Apr	3,893	5,195	-25.1%
May	2,820	3,810	-26.0%
Jun	2,725	3,589	-24.1%
Jul	3,286	3,971	-17.3%
Aug	3,213	3,316	-3.1%
Sep	2,529	3,285	-23.0%
Oct	2,798	3,579	-21.8%
Nov	3,542	4,574	-22.6%
Dec	5,314	5,524	-3.8%
Total	52,906	58,102	-8.9%

OCCUPANCY

Hotel Occupancy
All of Washoe County

Month	2002	2001	Point Change
JAN	65.3%	61.8%	3.5
FEB	77.4%	74.9%	2.5
MAR	76.1%	82.6%	-6.5
APR	78.6%	82.0%	-3.4
MAY	74.7%	80.6%	-5.9
JUN	78.0%	85.9%	-7.9
JUL	82.3%	83.3%	-1.0
AUG	85.5%	83.2%	2.3
SEP	81.9%	78.5%	3.4
OCT	75.4%	79.5%	-4.1
NOV	67.0%	69.4%	-2.4
DEC	60.5%	60.8%	-0.4
Average	75.2%	76.9%	-1.7

Motel Occupancy
All of Washoe County

Month	2002	2001	Point Change
JAN	40.2%	41.9%	-2.1
FEB	48.7%	47.5%	1.2
MAR	46.2%	53.2%	-7.0
APR	53.0%	54.5%	-1.5
MAY	51.0%	56.1%	-4.4
JUN	54.6%	61.4%	-7.0
JUL	56.7%	55.4%	1.3
AUG	63.5%	60.3%	3.2
SEP	59.7%	58.9%	0.6
OCT	51.8%	53.5%	-1.4
NOV	46.5%	49.5%	-3.0
DEC	45.0%	44.0%	1.0
Average	51.4%	53.0%	-1.6

28 DAY OCCUPANCY
All of Washoe County

	2002	2001	Point Change
JAN	77.3%	75.1%	0.2
FEB	77.4%	77.9%	-0.6
MAR	76.2%	78.8%	-2.6
APR	75.7%	78.3%	-3.0
MAY	77.6%	73.0%	3.0
JUN	81.9%	81.5%	1.0
JUL	79.5%	82.4%	-3.7
AUG	81.0%	82.7%	-3.2
SEP	77.9%	83.7%	-7.6
OCT	72.8%	80.8%	-9.5
NOV	70.3%	80.0%	-10.7
DEC	69.0%	77.2%	-8.2
Average	76.4%	80.1%	-3.7

TOTAL HOTEL/MOTEL/28 DAY OCCUPANCY
All of Washoe County

Month	2002	2001	Point Change
JAN	62.1%	60.6%	1.5
FEB	71.6%	70.5%	1.1
MAR	70.3%	76.6%	-6.3
APR	73.1%	76.3%	-3.2
MAY	70.4%	74.6%	-4.2
JUN	74.3%	80.7%	-6.4
JUL	76.8%	78.0%	-1.2
AUG	80.2%	78.9%	1.3
SEP	76.6%	75.9%	0.7
OCT	70.2%	74.9%	-4.7
NOV	63.5%	67.6%	-4.1
DEC	59.1%	60.6%	-1.5
Average	70.7%	72.9%	-2.3

Room/Unit Utilization by Visitors for 2002 – All Washoe County

Month	Hotel Room Nights		Motel Room Nights		28 Day Room Nights		Total Room Nights	
	Available	Occupied	Available	Occupied	Available	Occupied	Available	Occupied
JAN	469,785	306,886	144,212	55,916	136,462	102,732	749,126	465,534
FEB	430,696	333,291	132,720	64,601	123,256	95,408	688,716	493,300
MAR	482,242	366,759	149,606	69,046	139,376	106,208	771,224	542,013
APR	476,262	374,242	144,780	76,667	137,880	103,818	758,922	554,727
MAY	493,177	368,373	149,606	76,199	141,639	107,603	784,422	552,175
JUN	480,780	374,769	144,780	78,699	134,880	111,309	760,440	564,777
JUL	488,124	401,911	149,606	84,894	141,701	111,541	779,431	598,346
AUG	488,124	417,367	149,606	94,988	141,701	112,614	779,431	624,969
SEP	483,000	395,722	144,780	86,133	137,040	104,246	764,820	586,101
OCT	488,124	368,081	149,606	77,550	141,608	100,901	778,718	546,532
NOV	473,592	317,293	144,180	67,045	137,040	95,002	754,812	479,340
DEC	497,532	300,618	148,986	67,087	141,608	97,738	788,126	465,443
TOTAL 2002	5,751,438	4,325,312	1,748,252	898,825	1,654,191	1,249,120	9,158,188	6,473,257

Month	RV Park Unit Nights		Condos/Timeshares Unit Nights		TOTAL ROOM/UNIT NIGHTS-ALL TYPES	
	Available	Occupied	Available	Occupied	Available	Occupied
JAN	41,757	17,970	45,167	13,795	86,924	31,765
FEB	36,176	18,760	35,280	16,686	71,456	35,446
MAR	38,905	22,693	36,332	16,539	75,237	39,232
APR	37,650	25,802	35,160	11,901	72,810	37,703
MAY	38,905	29,789	36,332	10,603	75,237	40,392
JUN	37,650	23,010	35,160	14,356	72,810	37,366
JUL	38,905	30,738	36,332	18,909	75,237	49,647
AUG	38,905	28,895	36,332	19,229	75,237	48,124
SEP	37,650	32,452	35,160	12,478	72,810	44,930
OCT	38,905	27,275	36,332	10,285	75,237	37,560
NOV	37,650	18,636	35,160	9,196	72,810	27,832
DEC	38,905	18,968	35,650	14,617	74,555	33,585
TOTAL 2002	461,963	294,988	438,397	168,594	900,360	463,582

NUMBER OF ROOMS

**NUMBER OF LICENSED ROOMS/UNITS BY TYPE & LOCATION
As of December 31, 2002**

Type of Property	Balance of County (Unincorporated)				Total Rooms	No. of Licensees
	City of Reno	City of Sparks	N. Tahoe	Other*		
Hotels	12,790	2,200	578	318	15,886	25
Motels/Limited Service	3,728	726	61	315	4,830	81
RV Parks	957	256	0	358	1,571	107
Condos/Timeshares	262	152	743	18	1,175	13
28-Day Rentals (all types)	3,966	342	176	190	4,674	17
Total	21,703	3,676	1,558	1,199	28,136	243

** All properties in the "Other" unincorporated area lie just outside the Reno city limits, with the exception of two outlying properties.*

ROOM TAX, RATES, REVENUES

GROSS ROOM TAX DISTRIBUTION BY GEOGRAPHIC AREA (\$000)

	Total 2002	Total 2001	% Change
1% Nevada Lodging Tax			
5/8% RSCVA Portion	1,014	1,745	-41.9%
3/8% State Portion	642	1,046	-38.6%
1% National Bowling Stadium Tax	2,594	2,801	-7.4%
Railroad Project	1,483	1,067	39.0%
6% RSCVA Dedicated Tax	9,738	16,752	-41.9%
Convention Center Expansion	3,224	5,584	-42.3%
1% Local Government Tax	898	2,442	-63.2%
City Center Development	12,721	1,725	637.4%
Total Collections CY 2000	32,314	33,162	-2.6%
Prior Year Collections	33,162	32,803	
% Change From Prior Year	-2.6%	1.1%	

GROSS ROOM TAX COLLECTIONS

Month	2002	2001	%Chg
JAN	1,978,659	1,763,172	10.9%
FEB	2,495,625	2,314,598	7.3%
MAR	2,568,614	2,944,142	-14.6%
APR	2,632,691	2,670,329	-1.4%
MAY	2,458,049	2,985,510	-21.5%
JUN	2,906,568	3,345,286	-15.1%
JUL	3,262,508	3,263,452	0.0%
AUG	3,810,491	3,843,201	-0.9%
SEP	3,486,498	3,282,041	5.9%
OCT	2,626,751	2,621,220	0.2%
NOV	2,057,841	2,108,465	-2.5%
DEC	1,973,942	2,021,468	-2.4%
TOTAL	32,258,237	33,162,884	-2.8%

NET RSCVA ROOM TAX REVENUES (6-5/8%)

Month	2002	2001	%Chg
JAN	1,058,209	981,548	7.2%
FEB	1,334,011	1,290,207	3.3%
MAR	1,364,704	1,643,480	-20.4%
APR	1,397,505	1,491,141	-6.7%
MAY	1,302,343	1,667,980	-28.1%
JUN	1,535,827	1,863,964	-21.4%
JUL	1,738,219	1,819,004	-4.6%
AUG	2,022,683	2,140,470	-5.8%
SEP	1,848,171	1,830,429	1.0%
OCT	1,390,163	1,465,062	-5.4%
NOV	1,090,311	1,177,862	-8.0%
DEC	1,053,134	1,125,413	-6.9%
TOTAL	17,135,280	18,496,558	-7.9%

CASH OCCUPIED ROOM NIGHTS

All Washoe County

The following represents occupied room nights for which room tax was collected. It does not include the following which are not taxable: complimentary rooms, rooms occupied for more than 28 consecutive nights, timeshares owners/traders or occupancy in non-licensed properties.

Type	2002	2001	Change
Hotels	3,553,594	3,729,412	-5.0%
Motels/Limited Service	648,568	651,338	-0.8%
RV Parks	108,652	100,420	7.6%
Condos/Timeshares	126,748	146,749	-25.8%
28 Day Properties	165,953	157,307	2.4%
Total	4,603,515	4,785,226	-4.3%

TAXABLE ROOM REVENUES

(\$000)

Month	2002	2001	% Change
Jan	15,979	14,847	6.3%
Feb	20,094	19,665	2.1%
Mar	20,235	24,546	-21.3%
Apr	21,020	22,161	-5.5%
May	19,775	24,853	-25.8%
Jun	21,869	27,979	-28.0%
Jul	26,319	27,198	-3.5%
Aug	30,624	31,947	-4.4%
Sep	27,921	27,509	1.3%
Oct	20,756	22,008	-6.1%
Nov	16,467	17,592	-6.9%
Dec	15,904	16,781	-5.6%
Total	256,963	277,086	-8.0%

Reported gross revenues adjusted for comps and other non taxable rentals.

AVERAGE DAILY ROOM RATE

(ADR)

	2002	2001	Change
Washoe County*	\$58.52	\$57.90	1.1%
National Average	\$83.70	\$84.97	-1.5%

*This is the cash room rate. Complimentary rooms are excluded from the calculation.

GAMING

COMPARATIVE GAMING PERFORMANCE - U.S.A.

Rank Market	Revenue (\$ in Millions)
1 Las Vegas Strip, NV	\$4,654,808
2 Atlantic City, NJ	\$4,381,407
3 Chicago Area (IL, IN)	\$1,064,503
4 Tunica, MS	\$1,560,933
5 Gulf Coast, MS	\$1,159,469
6 Reno/Sparks, NV	\$917,004
7 Bossier City/Shreveport, LA	\$818,151
8 Las Vegas Downtown, NV	\$656,677
9 St. Louis Area (IL, MO)	\$686,107

NOTE: Based on publicly disclosed records

NUMBER OF CASINOS IN WASHOE COUNTY (Non-Restricted Locations*)

Area	2002	2001
Reno	24	25
Sparks	11	12
No. Lake Tahoe	4	5
Balance of County	13	12
Total	52	54

**Locations having 16 or more slot machines only, or table only, or tablegames and any number of slot machines.*

COMPARATIVE GAMING PERFORMANCE - NEVADA

December 2002

County	Major Cities/Areas	Win Slots	Win Games	Total Win	Revenue (\$000)	% of Total Revenue
Clark Co.	Las Vegas, Laughlin	5.4%	14.2%	7.0%	\$7,581,914	80.3%
Washoe Co.	Reno, Sparks, No. Lake Tahoe	5.0%	17.0%	6.1%	\$1,029,197	10.9%
Douglas Co.	So. Lake Tahoe only	5.4%	15.8%	7.1%	\$336,401	3.6%
Elko Co.	Elko, Wendover	5.0%	19.4%	5.9%	\$226,415	2.4%
Carson Vly	Carson City, Douglas Co. (partial)	4.6%	17.6%	4.9%	\$97,140	1.0%
Nye Co.	Pahrump, Tonopah	5.0%	5.0%	5.1%	\$43,534	0.5%
Lyon Co.	Dayton, Yerington	5.7%	28.4%	5.7%	\$23,962	0.3%
Humboldt Co.	Winnemucca	6.0%	21.6%	6.5%	\$17,034	0.2%
Churchill Co.	Fallon	4.6%	22.8%	4.8%	\$16,563	0.2%
White Pine Co.	Ely	5.7%	22.1%	5.9%	\$5,392	0.1%
Bal. Of Counties		6.1%	17.6%	6.2%	\$70,108	0.7%
Nevada-Overall		5.3%	14.5%	6.79%	\$9,447,660	100.0%

GAMING

REVENUE PER DEVICE PER DAY DECEMBER 2002

Area	Per Day	Per Day	Total	Number	
	Per Slots	Per Games	Games & Slots	Slots	Games
Reno	\$81	\$944	\$1,025	17,986	626
Sparks	\$74	\$590	\$664	5,163	104
No. Lake Tahoe	\$67	\$503	\$570	1,145	57
Balance of County	\$80	\$694	\$775	2,348	40
Total Washoe Co.	\$302	\$2,731	\$3,033	26,642	827

GAMING WIN Washoe County (All)

Month	2002	2001	% Change
Jan	70,193,000	77,007,498	-8.8%
Feb	77,535,000	71,302,035	8.7%
Mar	85,504,000	94,957,978	-10.0%
Apr	87,129,000	90,650,055	-3.9%
May	92,903,000	97,757,852	-5.0%
Jun	86,772,000	94,947,783	-8.6%
Jul	96,001,000	99,753,999	-3.8%
Aug	101,427,000	99,232,344	2.2%
Sep	93,431,000	98,214,726	-4.9%
Oct	88,849,000	93,231,105	-4.7%
Nov	82,581,000	86,618,045	-4.7%
Dec	72,464,000	77,058,711	-6.0%
Total	1,034,789,000	1,080,732,131	-4.3%

GAMING WIN Reno

Month	2002	2001	% Change
Jan	50,429,000	56,430,704	-10.6%
Feb	56,209,000	52,445,517	7.2%
Mar	62,816,000	71,202,560	-11.8%
Apr	64,250,000	68,637,262	-6.4%
May	68,178,000	73,631,255	-7.4%
Jun	63,667,000	70,858,215	-10.1%
Jul	69,807,000	73,041,165	-4.4%
Aug	74,378,000	72,408,637	2.7%
Sep	67,676,000	72,545,331	-6.7%
Oct	65,176,000	68,620,494	-5.0%
Nov	60,446,000	60,144,261	0.5%
Dec	52,368,000	56,008,506	-6.5%
Total	755,400,000	795,973,907	-5.1%

GAMING WIN Sparks

Month	2002	2001	% Change
Jan	10,836,000	12,564,389	-13.8%
Feb	12,470,000	11,705,531	6.5%
Mar	13,674,000	14,739,147	-7.2%
Apr	13,799,000	13,630,500	1.2%
May	14,583,000	14,468,159	0.8%
Jun	13,356,000	14,165,785	-5.7%
Jul	13,595,000	14,817,006	-8.2%
Aug	15,025,000	15,084,720	-0.4%
Sep	14,427,000	14,527,962	-0.7%
Oct	13,953,000	14,438,577	-3.4%
Nov	13,359,000	12,964,892	3.0%
Dec	12,484,000	12,648,875	-1.3%
Total	161,561,000	165,755,543	-2.5%

GAMING WIN North Lake Tahoe

Month	2002	2001	% Change
Jan	3,791,000	3,069,204	23.5%
Feb	2,776,000	2,706,866	2.6%
Mar	2,780,000	3,287,577	-15.4%
Apr	2,562,000	2,566,955	-0.2%
May	2,773,000	3,280,525	-15.5%
Jun	3,185,000	3,397,501	-6.3%
Jul	5,205,000	5,188,714	0.3%
Aug	4,323,000	4,922,527	-12.2%
Sep	3,841,000	4,130,898	-7.0%
Oct	2,522,000	3,301,163	-23.6%
Nov	2,269,000	2,541,361	-10.7%
Dec	2,404,000	3,047,841	-21.1%
Total	38,431,000	41,441,132	-7.3%

CONVENTION SALES

RENO AREA CONVENTIONS HELD

Month	Number Held			Actual Attendance			Actual Room Nights		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
Jan	14	17	-17.65%	20,080	6,545	206.80%	37,410	13,392	179.35%
Feb	34	24	41.67%	18,455	14,682	25.70%	31,903	33,023	-3.39%
Mar	19	30	-36.67%	10,910	24,055	-54.65%	14,311	47,809	-70.07%
Apr	44	39	12.82%	15,988	22,869	-30.09%	33,670	30,862	9.10%
May	42	20	110.00%	13,319	16,105	-17.30%	21,693	28,417	-23.66%
Jun	27	28	-3.57%	16,992	12,411	36.91%	41,310	20,308	103.42%
Jul	23	24	-4.17%	16,205	17,248	-6.05%	26,963	35,037	-23.04%
Aug	24	13	84.62%	9,362	6,904	35.60%	13,990	15,063	-7.12%
Sep	38	42	-9.52%	15,664	29,441	-46.80%	26,530	47,114	-43.69%
Oct	49	47	4.26%	29,544	28,119	5.07%	22,253	49,551	-55.09%
Nov	23	16	43.75%	11,040	11,445	-3.54%	25,222	15,257	65.31%
Dec	8	1	700.00%	2,440	300	713.33%	6,553	54	12035.19%
Total	345	301	14.62%	179,999	190,124	-5.33%	301,808	335,887	-10.15%

CONVENTIONS BOOKED IN 2002 by RSCVA Sales Staff

	Number Booked	Expected Attendance	Expected Room Nights
2002	345	179,999	301,808
2003	18	34,234	65,300
2004	3	10,871	20,735
2005	1	2,011	3,835
2006	15	136,885	36,617
2007	8	179,350	360,907
Total	378	406,465	789,202
Prior Year	186	170,283	403,619
% Change	103.23%	138.70%	95.53%

RENO-SPARKS CONVENTION CENTER

EVENT USE DAYS

By Area

Month	North	South	East	North	South	Mt.	Other	Total
	Hall	Hall	Hall	Meeting	Meeting	Rose		
				Rooms	Rooms	Ballroom	Areas	
Jan	2	1	1	9	0	0	0	13
Feb	4	0	4	5	0	0	0	13
Mar	6	0	2	21	0	0	0	29
Apr	4	1	2	4	1	0	1	13
May	0	0	0	0	0	0	1	1
Jun	0	0	0	0	0	0	0	0
Jul	1	0	1	4	1	1	3	11
Aug	3	3	0	10	9	1	1	27
Sep	3	1	0	11	6	2	2	25
Oct	7	6	0	9	2	1	1	26
Nov	4	4	0	11	6	1	0	26
Dec	3	2	0	5	5	4	0	19
Total	37	18	10	89	30	10	9	203
Total Prior Yr.	194	47	81	166	2	0	0	490
% Change	-80.93%	-61.70%	-87.65%	-46.39%	14.00%	100.00%	100.00%	-58.57%

EVENT USE DAYS

By Type of Event

Month	Conventions/ Trade Shows	Public Shows	Misc. Meetings	Spectator Events/ Ice Hockey	Total
	JAN	1	3	3	
FEB	1	3	6	0	10
MAR	4	4	13	0	21
APR	3	4	2	0	9
MAY	0	1	0	0	1
JUN	0	0	0	0	0
JUL	1	3	10	1	15
AUG	2	5	17	0	24
SEP	4	4	13	0	21
OCT	4	10	12	1	27
NOV	2	5	21	0	28
DEC	1	4	13	0	18
TOTAL 2002	23	46	110	2	181
TOTAL 2001	16	45	44	0	105
DIFFERENCE	7	1	66	2	76
% CHANGE	43.75%	2.22%	150.00%	100.00%	72.38%

NATIONAL BOWLING STADIUM

National Bowling Stadium

Event Use Days - By Area

2002 Month	Bowling Lanes	Concourse Area	Registration Area	Squad Room	Stadium Theater	Stadium Club	Total
Jan	13	13	2	2	4	12	46
Feb	13	13	9	1	8	7	51
Mar	7	7	3	3	8	5	33
Apr	4	4	0	0	10	3	21
May	0	0	0	0	8	4	12
Jun	2	2	0	0	2	2	8
Jul	3	3	0	0	0	3	9
Aug	4	4	0	0	3	5	16
Sep	4	4	0	0	0	1	9
Oct	6	6	0	0	0	0	12
Nov	7	7	0	0	1	4	19
Dec	8	8	6	6	1	1	30
Total 2002	71	71	20	12	45	47	266

GOLF COURSES

WILDCREEK GOLF COURSE

Tournament & Open Play Players

Tournament Players				Open Play Players			Break-Out			
Month	2002	2001	% Change	2002	2001	% Change	2002	% 2001 Change		
Jan	0	47	-100.0%	539	660	-18.3%	Out-of-Town Players:			
Feb	89	16	456.3%	1,046	804	30.1%	Tournament Players	5,375	7,357	-26.9%
Mar	0	0	0.0%	1,198	2,032	-41.0%	Open Play, Winter	367	358	2.5%
Apr	50	204	-75.5%	1,860	2,406	-22.7%	Open Play, Summer	2,923	3,393	-13.9%
May	892	1,130	-21.1%	2,880	3,317	-13.2%	Total Out-of-Town			
Jun	1,457	1,649	-11.6%	3,778	4,704	-19.7%	8,665	11,108	-22.0%	
Jul	845	1,378	-38.7%	3,293	4,371	-24.7%	Local Players:			
Aug	502	1,229	-59.2%	3,043	3,874	-21.5%	Tournament Players	8,856	10,356	-14.5%
Sep	886	1,388	-36.2%	3,242	3,694	-12.2%	Open Play, Winter	1,163	1,134	2.6%
Oct	654	316	107.0%	2,305	2,217	4.0%	Open Play, Summer	3,823	4,481	-14.7%
Nov	0	0	0.0%	1,139	950	19.9%	Annual Ticket Rounds	8,780	8,637	1.7%
Dec	0	0	0.0%	442	537	-17.7%	Total Local			
							22,622	24,608	-8.1%	
Total	5,375	7,357	-26.9%	24,765	29,566	-16.2%	31,287	35,716	-12.4%	

NORTHGATE GOLF CLUB

Tournament & Open Play Players

Tournament Players				Open Play Players			Break-Out			
Month	2002	2001	% Change	2002	2001	% Change	2002	% 2001 Change		
Jan	0	5	-100.0%	236	238	-0.8%	Out-of-Town Players:			
Feb	0	5	-100.0%	431	86	401.2%	Tournament Players	2,760	369	648.0%
Mar	0	199	-100.0%	501	928	-46.0%	Open Play, Winter	197	26	657.7%
Apr	0	177	-100.0%	1,175	1,034	13.6%	Open Play, Summer	2,026	429	372.3%
May	249	415	-40.0%	2,006	1,823	10.0%	Total Out-of-Town			
Jun	479	193	148.2%	2,648	1,347	96.6%	4,983	824	504.7%	
Jul	554	64	765.6%	2,787	672	314.7%	Local Players:			
Aug	683	14	4778.6%	671	671	372.0%	Tournament Players	5,954	5,875	1.3%
Sep	562	158	255.7%	1,491	1,491	43.4%	Open Play, Winter	301	189	59.3%
Oct	233	458	-49.1%	1,439	1,322	8.9%	Open Play, Summer	3,516	2,629	33.7%
Nov	0	185	-100.0%	152	580	-73.8%	Annual Ticket Rounds	7,805	3,575	118.3%
Dec	0	16	-100.0%	0	33	-100.0%	Total Local			
							17,576	12,268	43.3%	
Total	2,760	1,889	46.1%	11,766	10,225	15.1%	22,559	13,092	72.3%	

RENO LIVESTOCK EVENTS CENTER

RENO LIVESTOCK EVENTS CENTER EVENT USE DAYS - BY AREA

Month	Main Arena	Livestock Pavilion	Cutting Arena	Stalls/ Barns	Rodeo Arena	Exhibit Hall
Jan	6	7	0	0	0	10
Feb	5	5	0	0	0	6
Mar	15	17	9	10	6	15
Apr	15	13	5	4	16	9
May	16	16	16	21	21	11
Jun	28	28	28	28	28	28
Jul	17	17	15	23	16	6
Aug	17	9	14	9	11	11
Sep	16	16	15	20	16	14
Oct	20	20	19	22	16	22
Nov	13	10	7	7	7	10
Dec	7	2	3	3	0	7
Total	175	160	131	147	137	149
Prior Year	141	135	91	111	85	124
% Change	24%	19%	44%	32%	61%	20%

RENO LIVESTOCK EVENTS CENTER EVENT USE DAYS - BY TYPE OF EVENT

Month	Equine & Livestock Events	Public Shows	Sporting Events	Misc. Other	Total
Jan	2	11	3	1	17
Feb	3	7	4	5	19
Mar	14	19	3	1	37
Apr	12	10	4	0	26
May	26	7	0	4	37
Jun	28	0	0	1	29
Jul	21	5	1	0	27
Aug	7	8	6	0	21
Sep	18	13	0	3	34
Oct	19	15	0	4	38
Nov	10	10	3	1	24
Dec	3	4	5	4	16
Total	163	109	29	24	325
Prior Year	162	95	20	26	303
% Change	0.62%	14.74%	45.00%	-7.69%	7.26%

TEN YEAR TRENDS

Year	Estimated Visitors	Convention Attendance*	Hotel Occupancy**	Motel/Limited Service Occupancy**	Total Hotel/Motel Occupancy**
2002	4,914,854	179,999	60.5%	45.0%	59.1%
2001	5,008,504	190,124	75.2%	51.4%	70.7%
2000	5,188,325	190,124	78.1%	42.1%	71.7%
1999	5,051,101	192,816	78.1%	46.5%	71.1%
1998	5,121,693	256,285	78.3%	46.1%	71.8%
1997	5,155,649	250,184	77.8%	46.1%	71.3%
1996	5,215,010	196,707	82.3%	45.1%	73.9%
1995	4,851,269	314,137	85.1%	51.3%	76.3%
1994	4,472,506	203,389	83.5%	49.0%	74.1%
1993	4,477,731	177,925	84.1%	48.4%	74.4%
1992	4,448,144	169,271	83.1%	50.3%	74.0%
1991	4,540,099	135,323	82.5%	51.1%	72.9%

Year	Room Tax (Gross)	Licensed Room/Units (All Types)***	Gross Revenue Gaming	Airport Passengers Total	Average Daily Highway Traffic (I-80 @Verdi)
2002	\$32,258,237	28,136	\$1,034,789,000	4,510,406	29,210
2001	\$33,162,884	27,257	\$1,080,732,131	4,923,746	28,226
2000	\$32,803,096	27,583	\$1,140,598,865	5,620,246	28,386
1999	\$29,548,900	27,793	\$1,073,550,000	6,104,086	27,349
1998	\$23,465,500	27,573	\$1,024,626,000	6,782,468	25,488
1997	\$22,899,700	28,422	\$995,371,000	6,862,965	25,686
1996	\$21,324,000	28,085	\$975,629,000	6,747,173	24,604
1995	\$21,531,800	27,414	\$984,353,000	5,801,197	24,338
1994	\$19,597,600	25,074	\$918,327,000	5,336,334	23,538
1993	\$19,432,500	24,960	\$902,150,000	4,763,657	22,825
1992	\$18,963,900	24,881	\$892,289,000	3,810,658	22,800
1991	\$17,284,600	24,879	\$843,601,000	3,410,429	22,085

* For historical purposes, attendees at major bowling tournaments are included as "conventioners". The American Bowling Congress met in Reno in 1990, 1995, and 1998. The Women's International Bowling Congress met in Reno in 1997 and 2000.

** Occupancy by visitors only. Long-term, semi-permanent occupancy is not included.

*** Licensed lodging properties include: Hotels, Motels/Ltd Service, RV Parks, Condos and Timeshares, properties of any type that do mainly long-term, non-visitor business (28 days or longer) and others.

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