



The Reno-Sparks Convention & Visitors Authority
Washoe County, Nevada

2004 Marketing Statistics Report

RSCVA's Mission:

To increase overnight visitation

RSCVA's Marketing Mission:

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

2004 Marketing Statistics Report

RENO-SPARKS CONVENTION & VISITORS AUTHORITY (RSCVA):

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

Unlike other convention and visitor bureaus across the country, the RSCVA owns and/or operates several facilities designed to draw out-of-town visitors, including:

- National Bowling Stadium (Owned by City of Reno, Operated by RSCVA)
- Northgate Golf Club
- Pioneer Center for the Performing Arts (Managed by the Reno Performing Arts Center Association)
- Reno-Sparks Convention Center
- Reno-Sparks Livestock Events Center
- Wildcreek Golf Course

Revenue for the RSCVA comes primarily from room license taxes, revenue derived from the operation of the facilities it owns and income from investments. Room license taxes provide the predominate portion of these revenues.

The RSCVA is governed by a Board of Directors that represents a variety of business and community groups in Washoe County, including the gaming, financial, air service, and motel industries, as well as the City of Reno, the City of Sparks and the Washoe County Commission. Incline Village is represented by a non-voting member.

Board of Directors	Representing
Frank Baldwin	Gaming Industry
John Breternitz	General Business
Dwight Dortch	City of Reno
Fred Euler	Incline Village/Crystal Bay CVB
Jack Fisher	Gaming Industry
Larry Harvey	Airport Authority
Bob Larkin	Washoe County Commission
Tim Maland	Gaming Industry
David Miller	Motel Industry
Mike Murdock	Banking Industry
Phillip Salerno	City of Sparks
Pete Sferrazza	Washoe County Commission
Sharon Zadra	City of Reno

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Introduction

The 2004 Marketing Statistics Report is a concise statistical reference source on the tourism industry in the Reno-Sparks, Nevada area. The purpose of the report is to provide a broad overview of visitors to the area and the local tourism industry.

The report includes “fast facts” about the number of visitors, the economic impact of visitors, and general visitor profiles. It also includes information about transportation to the area, lodging statistics, and the gaming industry. Additionally, information about the RSCVA’s services and operations is included.

This report touches on many topics, but is not exhaustive. The focus is on tourism-related data for the Reno-Sparks area for the calendar year 2004, with comparative data from 2003 and trend data from the past 10 years (located at the end of the document).

Summary of Key Changes

Indicator	Change 2003-2004
Washoe County Population	+2.7%
Total Visitors to the Reno-Sparks Area	-0.1%
Economic Impact of Visitors	+12.3%
Likelihood of Visitors Returning Within Two Years	-3.0%
Airport Deplanements	+11.1%
Highway Traffic at Verdi (Daily Two-Way)	+0.4%
Train Passenger Arrivals	-2.0%
Hotel Occupancy (Point Change)	+3.2%
Motel Occupancy (Point Change)	+5.0%
Number of Licensed Rooms	+0.3%
Cash Occupied Room Nights	+2.6%
Taxable Room Revenues	+11.7%
Washoe County Gaming Win	+1.5%
Number of Conventions Held	-10.0%
Convention Attendance (Anticipated)	+17.6%

Washoe County Population and Climate

WASHOE COUNTY POPULATION: CITY	2003		2004		Percent Change
	Estimate	Percent	Projection	Percent	
Reno	195,737	52.4%	199,249	52.0%	1.8%
Sparks	78,435	21.0%	81,673	21.3%	4.1%
Incline Village/Crystal Bay	10,641	2.9%	11,012	2.9%	3.5%
Other Washoe County	88,430	23.7%	91,519	23.9%	3.5%
Total Washoe County	373,233	100.0%	383,453	100.0%	2.7%

Source: State of Nevada Demographer

MONTHLY AVERAGE TEMPERATURES	Reno/Sparks 2004		Lake Tahoe 2004	
	Low	High	Low	High
January	26	47	26	43
February	29	48	24	39
March	36	67	31	54
April	40	68	33	55
May	46	76	37	62
June	54	87	43	72
July	61	94	50	78
August	58	90	50	77
September	49	83	46*	75*
October	40	66	35	56
November	29	52	28	47
December	24	46	27*	40*

Source: Western Regional Climate Center

*Due to missing climate data, Lake Tahoe's monthly average temperatures in September and December are based on 2003 rather than for 2004 data.

Visitor Count

VISITOR COUNT: From 35+ Miles Away	2003		2004		Percent Change
	Projected Visitors	Percent*	Projected Visitors	Percent*	
Day Visitors	1,278,506	23%	1,285,786	23%	0.6%
Overnight – Commercial	3,910,679	71%	3,886,716	70%	-0.6%
Overnight – Not Commercial	354,792	6%	363,310	7%	2.4%
Total	5,543,977	100%	5,535,812	100%	-0.1%

Source: RSCVA Visitor Profile Study and RSCVA 35-100 Miles Visitor Profile

Note: The methodology for calculating visitors was revised in 2004 and then recalculated for 2003, to more accurately capture day visitors and non-commercial overnight visitors, as well as to be more comparable to the methods used by other regional Convention and Visitors Authorities.

VISITORS COUNT: By Distance from Area	2003		2004		Percent Change
	Projected Visitors	Percent*	Projected Visitors	Percent*	
From 35-100 Miles Away	1,422,121	26%	1,462,534	26%	2.8%
From 100+ Miles Away	4,121,856	74%	4,073,278	74%	-1.2%
Total	5,543,977	100%	5,535,812	100%	-0.1%

VISITORS' PRIMARY TRANSPORTATION (For Overnight and Day Visitors from 35+ Miles Away)	2003		2004		Percent Change
	Projected Visitors	Percent*	Projected Visitors	Percent*	
Personal Vehicle (Auto / Truck)	3,837,789	69%	3,623,300	65%	-5.6%
Air	1,236,987	22%	1,487,509	27%	20.3%
Bus (Chartered / Scheduled)	341,238	6%	255,002	5%	-25.3%
RV / Train / Other	127,964	2%	170,001	3%	32.9%
Total	5,543,977	100%	5,535,812	100%	-0.1%

*For this calculation, all day visitors were included in the personal vehicle category. Percentages are based on what visitors stated was their primary mode of transportation; various inter-modal combinations may have been used.

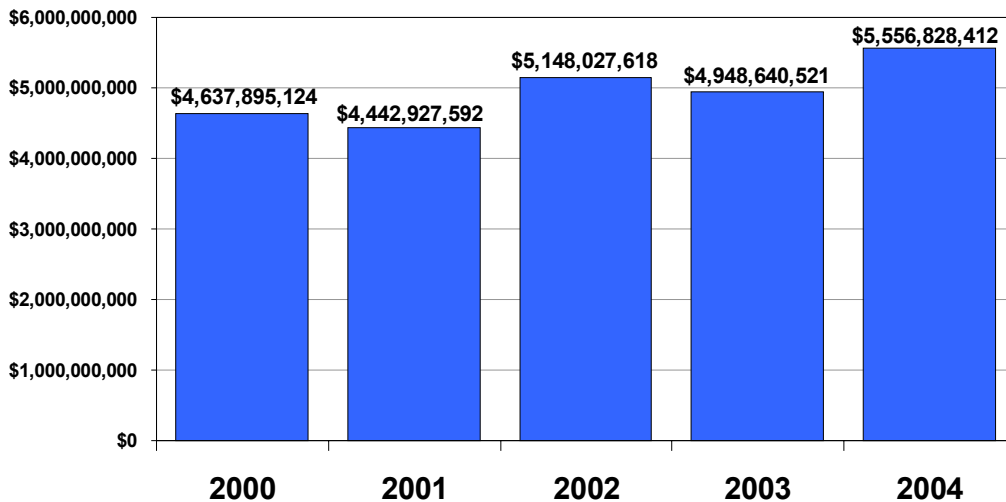
MARKET ORIGIN (For Overnight and Day Visitors from 35+ Miles Away)	2003		2004		% Change
	Projected Visitors	Percent	Projected Visitors	Percent	
CA: Central Valley	535,841	10%	529,526	10%	-1.2%
CA: SF Bay Area	700,716	13%	651,724	12%	-7.0%
CA: Southern California	206,093	4%	203,664	4%	-1.2%
CA: Other Northern California	1,152,109	21%	1,168,560	21%	1.4%
Nevada	723,416	13%	782,767	14%	8.2%
Oregon	288,530	5%	285,129	5%	-1.2%
Washington	288,530	5%	325,862	6%	12.9%
Canada	164,874	3%	244,397	4%	48.2%
Other States	1,483,868	27%	1,344,182	24%	-9.4%
Total	5,543,977	100%	5,535,812	100%	-0.1%

Economic Impact

ESTIMATED ECONOMIC IMPACT OF VISITORS	2003	2004	Percent Change
1. Number of Visitors to Washoe Co.	5,543,977	5,535,812	-0.1%
2. Non-Gaming Trip Budget Per Person	\$331	\$391	18.1%
3. Non-Gaming Impact – Direct (1 x 2)	\$1,835,056,387	\$2,164,502,492	18.0%
4. Economic Multiplier	1.77	1.77	0.0%
5. Non-Gaming Impact – Indirect (6 – 3)	\$1,412,993,418	\$1,666,666,919	18.0%
6. Non-Gaming Impact – Total (3 x 4)	\$3,248,049,805	\$3,831,169,411	18.0%
7. Washoe County Total Gaming Win	\$1,010,452,000	\$1,025,347,000	1.5%
8. Discount for Local Gaming	15%	15%	0.0%
9. Visitor-Related Gaming Win (7 – 8)	\$858,884,200	\$871,544,950	1.5%
10. Economic Multiplier	1.98	1.98	0.0%
11. Gaming Impact – Indirect (12 – 9)	\$841,707,000	\$854,114,051	1.5%
12. Gaming Impact – Total (9 x 10)	\$1,700,590,716	\$1,725,659,001	1.5%
13. Direct Economic Effects (3 + 9)	\$2,693,940,587	\$3,036,047,442	12.7%
14. Indirect Economic Effects (5 + 11)	\$2,254,700,418	\$2,520,780,970	11.8%
Total Economic Impact (6 + 12)	\$4,948,640,521	\$5,556,828,412	12.3%

Source: RSCVA Visitor Profile Study

5-Year Trend of Estimated Economic Impact of Visitors



Visitor Profile Research

(From the Visitor Profile Study of Visitors from 100+ Miles Away)

DEMOGRAPHICS	2003	2004	Change
Median Age (Years)	56	55	-1
Median Family Income	\$63,600	\$63,300	-\$300
Percent Male	44%	47%	3%
Residence – From California	44%	43%	-1%
CA: Greater SF Bay Area	17%	16%	-1%
CA: Central Valley	13%	13%	0%
CA: Southern California	5%	5%	0%
CA: Other California	10%	10%	0%
Residence – From Washington	7%	7%	0%
Residence – From Oregon	7%	7%	0%
Residence – From Texas	3%	3%	0%
Residence – From Nevada (non-local)	2%	3%	1%
Residence – From Canada	4%	6%	2%
Residence – All Other	33%	31%	-2%

TRIP CHARACTERISTICS	2003	2004	Change
Day Visitors (From 100+ Miles Away)	4%	3%	-1%
Overnight Visitors – Commercial	96%	97%	1%
Visiting Primarily on Business	9%	9%	0%
Visiting for Convention/Meeting	15%	18%	3%
First Time Visitors	22%	20%	-2%
Average Visits Per Year	5.0	4.1	-0.9
Average Members in Party	3.0	3.2	0.2
Traveling With Persons Under Age 21	13%	13%	0%
Avg. Length of Stay (Day & Overnight)	3.0	3.1	0.1
Avg. Length of Stay (Overnight Only)	3.1	3.2	0.1

MEAN DAILY BUDGET	2003	2004	Change
Gaming (Per Person)	\$210	\$212	\$2
Non-Gaming (Per Person)	\$105	\$126	\$21
Total Mean Daily Budget	\$315	\$338	\$23

INTEND TO RETURN	2003	2004	Change
75-100% Chance of Returning to Reno-Sparks within Two Years	76%	73%	-3%

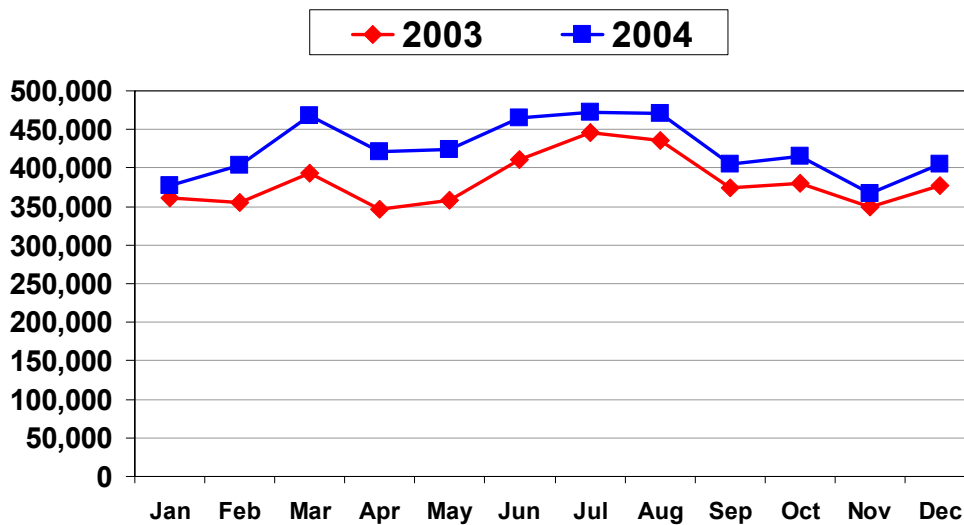
Source: RSCVA Visitor Profile Study of Visitors from 100 or More Miles Away

Reno/Tahoe International Airport Use Statistics

TOTAL PASSENGERS BY MONTH	2003	2004	Percent Change
January	361,259	376,907	4.3%
February	354,881	403,118	13.6%
March	393,118	467,565	18.9%
April	346,195	420,655	21.5%
May	358,615	424,016	18.2%
June	410,666	465,361	13.3%
July	445,829	472,698	6.0%
August	435,006	470,097	8.1%
September	374,473	405,484	8.3%
October	379,620	415,778	9.5%
November	348,947	367,556	5.3%
December	377,418	404,679	7.2%
Total	4,586,027	5,093,914	11.1%

Source: Reno/Tahoe International Airport

Total Passengers for 2003 and 2004 – By Month



TOTAL DEPLANEMENTS	2003	2004	Percent Change
January	179,744	187,217	4.2%
February	175,335	200,498	14.4%
March	192,464	230,613	19.8%
April	172,266	209,383	21.5%
May	179,238	210,939	17.7%
June	203,819	234,080	14.8%
July	225,278	237,110	5.3%
August	217,273	232,582	7.0%
September	183,395	200,458	9.3%
October	186,764	204,856	9.7%
November	174,753	183,259	4.9%
December	197,028	210,017	6.6%
Total	2,287,357	2,541,012	11.1%

Source: Reno/Tahoe International Airport

MARKET SHARE: SCHEDULED PASSENGERS BY AIRLINE CARRIER	2003	2004	Percent Change
Southwest	50.6%	47.2%	-3.4%
United	11.5%	11.2%	-0.3%
American	8.7%	10.2%	1.5%
America West	8.9%	9.2%	0.3%
Alaska	6.5%	7.7%	1.2%
Skywest	4.3%	5.0%	0.7%
Northwest	3.9%	3.5%	-0.4%
Continental	3.2%	2.8%	-0.4%
Frontier	2.0%	1.7%	-0.3%
Aloha	0.7%	1.4%	0.7%
Delta (estimate)	--	0.2%	0.2%
Total	100.0%	100.0%	--

Source: Reno/Tahoe International Airport; chart in rank order by 2004 market share.

DISTRIBUTION: ALL AIR PASSENGERS	2003		2004		Year to Year Change	Percent Change
	Total Passengers	Percent	Total Passengers	Percent (estimate)*		
Residents	473,483	20.7%	508,202	20.0%	34,720	7.3%
Visitors	1,813,874	79.3%	2,032,810	80.0%	218,935	12.1%
Total	2,287,357	100.0%	2,541,012	100.0%	253,655	11.1%

*2004 percent estimate based on first half of 2004 and historical trends; resident vs. visitor data not available for second half of 2004.

DISTINATION: VISITOR AIR PASSENGERS	2003		2004		Year to Year Change	Percent Change
	Total Passengers	Percent	Total Passengers	Percent		
Reno/Sparks	1,347,708	74.3%	1,441,262	70.9%	93,554	6.9%
South Lake Tahoe	241,245	13.3%	327,282	16.1%	86,037	35.7%
North Lake Tahoe	132,413	7.3%	138,231	6.8%	5,818	4.4%
Carson City	25,394	1.4%	34,558	1.7%	9,164	36.1%
Gardnerville/Minden	18,139	1.0%	28,459	1.4%	10,320	56.9%
Other	48,975	2.7%	63,017	3.1%	14,042	28.7%
Total	1,813,874	100.0%	2,032,810	100.0%	218,935	12.1%

Source: Marketec, Inc. Airport Distribution Study

Highway Use Statistics

Highway use statistics are reported for two-way traffic at three primary access points (e.g., "principal arterials") into the Reno-Sparks area:

- 1) I-80 at Verdi (west of Reno near the California border; NDOT #311120),
- 2) US 395 South at Bellevue (south of Reno towards Carson City; NDOT #312340), and
- 3) US 395 North at Bordertown (north of Reno, near the California border; NDOT #312110).

I-80 WEST AT VERDI: Average Daily Two-Way Traffic	2003	2004	Percent Change
January	25,291	23,304	-7.9%
February	26,142	24,476	-6.4%
March	26,038	27,076	4.0%
April	25,367	28,423	12.0%
May	29,510	28,926	-2.0%
June	33,018	32,219	-2.4%
July	34,930	34,892	-0.1%
August	37,015	36,203	-2.2%
September	32,057	33,769	5.3%
October	29,169	28,373	-2.7%
November	25,274	26,808	6.1%
December	24,660	25,513	3.5%
Average Daily Two-Way	29,064	29,191	0.4%

I-80 WEST AT VERDI: Monthly Two-Way Traffic	2003	2004	Percent Change
January	782,607	725,834	-7.3%
February	731,988	713,993	-2.5%
March	812,022	828,785	2.1%
April	756,173	823,024	8.8%
May	917,789	903,058	-1.6%
June	992,427	929,774	-6.3%
July	1,074,015	1,088,419	1.3%
August	1,164,693	1,119,109	-3.9%
September	955,535	1,004,031	5.1%
October	900,641	891,848	-1.0%
November	727,706	799,110	9.8%
December	760,789	786,366	3.4%
Avg. Monthly Two-Way Traffic	881,365	884,446	0.3%
Annual Total Two-Way	10,576,385	10,613,351	0.3%

NOTE FOR BELLEVUE SITE: Due to highway construction on US 395 south, the Nevada Department of Transportation (NDOT) collected only partial data for the former “north Carson City” site (NDOT #252110) in 2003 and ceased tracking data for that site in December, 2003. In February, 2004, the NDOT replaced it with the comparable Bellevue site (NDOT #312340), which is on US 395 south of Reno, north of the former site. Although average daily traffic data is available for the comparable sites, monthly totals are incomplete for several months due to construction.

US 395 – BELLEVUE Average Daily Two-Way Traffic	2003 (No. Carson)	2004 (Bellevue)	Percent Change
January	31,099	n/a	n/a
February	32,946	29,484	-10.5%
March	33,335	31,514	-5.5%
April	33,579	31,608	-5.9%
May	34,821	32,017	-8.1%
June	37,702	33,985	-9.9%
July	37,739	33,187	-12.1%
August	39,218	34,045	-13.2%
September	37,640	34,846	-7.4%
October	35,829	32,019	-10.6%
November	32,610	29,917	-8.3%
December	n/a	29,682	n/a
Avg. Daily Two-Way Traffic	35,155	31,811	-9.5%

US 395 – BELLEVUE Monthly Two-Way Traffic	2003 (No. Carson)	2004 (Bellevue)	Percent Change
January	971,710	n/a	n/a
February	n/a*	847,244	n/a
March	1,023,130	979,134	-4.3%
April	1,010,206	931,881	-7.8%
May	1,046,977	980,844	-6.3%
June	1,123,163	917,242	-18.3%
July	1,035,504	n/a	n/a
August	1,210,739	n/a	n/a
September	1,127,082	1,048,754	-6.9%
October	n/a	n/a	n/a
November	n/a	894,694	n/a
December	n/a	n/a	n/a
Avg. Monthly Two-Way Traffic	n/a	n/a	n/a
Annual Total Two-Way Traffic	n/a	n/a	n/a

*n/a = Some monthly totals are not available for this site due to highway construction that affected the collection of data.

US 395 – BORDERTOWN Average Daily Two-Way Traffic	2003	2004	Percent Change
January	7,304	6,805	-6.8%
February	7,641	7,239	-5.3%
March	8,133	8,396	3.2%
April	8,214	9,135	11.2%
May	9,663	9,838	1.8%
June	10,821	10,826	0.0%
July	11,382	11,717	2.9%
August	11,480	11,478	0.0%
September	10,249	10,730	4.7%
October	9,693	9,370	-3.3%
November	8,169	8,506	4.1%
December	7,647	7,808	2.1%
Avg. Daily Two-Way Traffic	9,211	9,333	1.3%

US 395 – BORDERTOWN Avg. Monthly Two-Way Traffic	2003	2004	Percent Change
January	212,579	211,908	-0.3%
February	213,946	209,669	-2.0%
March	252,351	258,272	2.3%
April	242,684	265,587	9.4%
May	300,830	305,995	1.7%
June	324,985	312,708	-3.8%
July	350,499	365,453	4.3%
August	348,771	354,554	1.7%
September	306,006	320,138	4.6%
October	300,454	293,074	-2.5%
November	245,187	254,188	3.7%
December	236,588	241,553	2.1%
Avg. Monthly Two-Way Traffic	277,907	282,758	1.7%
Annual Total Two-Way Traffic	3,334,880	3,393,099	1.7%

Source: Nevada State Department of Transportation

Highway Use	2003		2004		Yr-to-Yr Change	Percent Change
	Avg. Daily Traffic (2-Way)	Percent	Avg. Daily Traffic (2-Way)	Percent		
I-80 at Verdi	29,064	39.6%	29,191	41.5%	127	0.4%
395 S, No. of Carson	35,155	47.9%	31,811	45.2%	-3,344	-9.5%
395 N at Bordertown	9,211	12.5%	9,333	13.3%	122	1.3%
Total	73,430	100.0%	70,335	100.0%	-3,095	-4.2%

Train Use Statistics

(Amtrak's California Zephyr Route and Special Trains*)

PASSENGER ARRIVALS AT RENO AND SPARKS	2003	2004	Percent Change
January	7,396	5,554	-24.9%
February	8,873	8,987	1.3%
March	9,011	8,381	-7.0%
April	2,504	3,139	25.4%
May	2,142	2,024	-5.5%
June	1,893	1,782	-5.9%
July	1,815	2,308	27.2%
August	1,948	1,931	-0.9%
September	1,678	1,644	-2.0%
October	1,987	2,260	13.7%
November	2,582	2,851	10.4%
December	3,064	3,154	2.9%
Total	44,893	44,015	-2.0%

PASSENGER ARRIVALS AND DEPARTURES AT RENO-SPARKS	2003	2004	Percent Change
January	13,964	10,265	-26.5%
February	16,373	16,229	-0.9%
March	16,821	15,593	-7.3%
April	4,675	5,964	27.6%
May	4,177	3,759	-10.0%
June	3,532	3,245	-8.1%
July	3,421	4,031	17.8%
August	3,594	3,482	-3.1%
September	3,286	3,000	-8.7%
October	4,163	4,382	5.3%
November	4,707	4,908	4.3%
December	5,864	6,026	2.8%
Total	84,577	80,884	-4.4%

*Note: Special trains ran in January, February and March in 2003 and January, February, March and April in 2004.
Source: Amtrak Marketing

Occupancy Rates and Utilization

HOTEL OCCUPANCY: Washoe County	2003	2004	Point Change
January	64.8%	67.0%	2.2
February	71.8%	74.7%	2.9
March	72.9%	82.1%	9.2
April	72.1%	81.0%	8.9
May	77.0%	80.7%	3.8
June	83.0%	86.0%	3.0
July	83.3%	84.3%	1.1
August	85.3%	83.6%	-1.8
September	80.0%	83.5%	3.5
October	77.8%	80.6%	2.8
November	65.6%	64.9%	-0.7
December	61.7%	65.0%	3.4
Average	74.6%	77.8%	3.2

MOTEL OCCUPANCY: Washoe County	2003	2004	Point Change
January	45.3%	46.8%	1.5
February	49.4%	50.6%	1.2
March	48.5%	57.6%	9.0
April	48.2%	57.1%	9.0
May	54.2%	61.4%	7.3
June	58.9%	63.2%	4.3
July	60.0%	62.4%	2.4
August	63.1%	62.8%	-0.3
September	59.8%	66.4%	6.5
October	55.7%	63.5%	7.8
November	46.5%	51.6%	5.1
December	45.9%	51.0%	5.1
Average	52.9%	57.9%	5.0

28 DAY OCCUPANCY: Washoe County	2003	2004	Point Change
January	71.3%	74.1%	2.8
February	70.7%	72.4%	1.6
March	74.6%	73.8%	-0.8
April	74.6%	73.3%	-1.3
May	75.8%	77.8%	2.0
June	73.5%	77.3%	3.8
July	74.0%	77.2%	3.3
August	74.2%	78.5%	4.3
September	77.7%	82.7%	4.9
October	77.1%	80.8%	3.7
November	76.0%	78.6%	2.6
December	73.9%	82.2%	8.3
Average	74.3%	77.4%	3.1

HOTEL/MOTEL/28 DAY OCCUPANCY (combined): Washoe County	2003	2004	Point Change
January	62.1%	64.6%	2.5
February	67.4%	69.8%	2.4
March	67.7%	76.1%	8.4
April	68.0%	75.2%	7.2
May	71.5%	76.6%	5.1
June	77.3%	80.3%	3.0
July	77.5%	79.0%	1.5
August	79.2%	78.8%	-0.4
September	76.0%	80.2%	4.2
October	73.7%	77.4%	3.7
November	63.9%	64.7%	0.8
December	59.2%	65.1%	5.9
Average	70.3%	74.0%	3.7

HOTEL ROOM NIGHTS: Washoe County	Available 2004	Occupied 2004	Percent Occupied
January	474,515	317,753	67.0%
February	446,068	333,427	74.7%
March	483,644	396,953	82.1%
April	460,152	372,767	81.0%
May	474,267	382,852	80.7%
June	468,016	402,714	86.0%
July	474,345	399,976	84.3%
August	472,935	395,295	83.6%
September	468,135	390,855	83.5%
October	472,935	381,344	80.6%
November	455,244	295,573	64.9%
December	485,295	315,630	65.0%
Total Room Nights – Hotel	5,635,551	4,385,139	77.8%

MOTEL ROOM NIGHTS: Washoe County	Available 2004	Occupied 2004	Percent Occupied
January	136,772	64,059	46.8%
February	130,471	66,046	50.6%
March	139,500	80,287	57.6%
April	135,000	77,133	57.1%
May	139,562	85,759	61.4%
June	134,610	85,074	63.2%
July	139,562	87,061	62.4%
August	139,531	87,693	62.8%
September	134,520	89,291	66.4%
October	138,291	87,766	63.5%
November	134,310	69,256	51.6%
December	140,833	71,835	51.0%
Total Room Nights – Motel	1,642,962	951,260	57.9%

28 DAY ROOM NIGHTS: Washoe County Totals	Available 2004	Occupied 2004	Percent Occupied
January	135,284	100,212	74.1%
February	127,513	92,285	72.4%
March	136,307	100,581	73.8%
April	131,910	96,740	73.3%
May	123,628	96,185	77.8%
June	123,960	95,828	77.3%
July	128,929	99,591	77.2%
August	126,945	99,628	78.5%
September	121,680	100,615	82.7%
October	123,566	99,781	80.8%
November	121,290	95,350	78.6%
December	117,769	96,763	82.2%
Total Room Nights – 28 Day	1,518,781	1,173,559	77.3%

TOTAL HOTEL/MOTEL/ 28 DAY ROOM NIGHTS: Washoe County Totals	Available 2004	Occupied 2004	Percent Occupied
January	746,571	482,024	64.6%
February	704,052	491,758	69.8%
March	759,451	577,821	76.1%
April	727,062	546,640	75.2%
May	737,457	564,796	76.6%
June	726,586	583,616	80.3%
July	742,836	586,628	79.0%
August	739,411	582,616	78.8%
September	724,335	580,761	80.2%
October	734,792	568,891	77.4%
November	710,844	460,179	64.7%
December	743,897	484,228	65.1%
Total Room Nights	8,797,294	6,509,958	74.0%

RV PARK UNIT NIGHTS: Washoe County	Available 2004	Occupied 2004	Percent Occupied
January	38,905	20,587	52.9%
February	36,395	20,229	55.6%
March	38,905	25,804	66.3%
April	37,650	28,966	76.9%
May	38,905	29,954	77.0%
June	37,650	30,366	80.7%
July	38,905	30,907	79.4%
August	46,035	33,456	72.7%
September	47,490	33,769	71.1%
October	45,260	30,548	67.5%
November	43,680	23,328	53.4%
December	45,260	21,165	46.8%
Total Room Nights – RV	495,040	329,079	66.5%

TIMESHARES/CONDOS: Washoe County	Available 2004	Occupied 2004	Percent Occupied
January	38,843	10,856	27.9%
February	36,627	13,365	36.5%
March	39,153	12,169	31.1%
April	37,980	10,743	28.3%
May	39,184	10,861	27.7%
June	35,700	13,410	37.6%
July	37,665	16,539	43.9%
August	37,417	17,382	46.5%
September	36,210	13,033	36.0%
October	36,487	10,328	28.3%
November	36,458	8,631	23.7%
December	34,317	10,802	31.5%
Total Room Nights - Timeshare	446,041	148,119	33.2%

TOTAL RV/TIMESHARES: Washoe County	Available 2004	Occupied 2004	Percent Occupied
January	77,748	31,443	40.4%
February	73,022	33,594	46.0%
March	78,058	37,973	48.6%
April	75,630	39,709	52.5%
May	78,089	40,815	52.3%
June	73,350	43,776	59.7%
July	76,570	47,446	62.0%
August	83,452	50,838	60.9%
September	83,700	46,802	55.9%
October	81,747	40,876	50.0%
November	80,138	31,959	39.9%
December	79,577	31,967	40.2%
Total Room Nights	941,081	477,198	50.7%

Source: RSCVA

Number of Licensed Rooms

LICENSED ROOMS BY LOCATION	As of December 31, 2004					
	City of Reno	City of Sparks	N. Lake Tahoe	Other Washoe	Total Rooms	Total Licensees
Hotels	12,364	2,107	914	--	15,385	24
Motels	3,718	704	43	41	4,506	73
28-Day Properties	3,402	360	176	70	4,008	100
RV Parks	1,160	461	--	155	1,776	12
Timeshares	271	161	783	--	1,215	16
Total	20,915	3,793	1,916	266	26,890	225

LICENSED ROOMS BY YEAR	2003 (as of 12/31)	2004 (as of 12/31)	Percent Change
Hotels	15,312	15,385	0.5%
Motels	4,620	4,506	-2.5%
28-Day Properties	1,255	4,008	219.4%
RV Parks	1,212	1,776	46.5%
Timeshares	4,417	1,215	-72.5%
Total	26,816	26,890	0.3%

Room Tax, Rates and Revenues

CASH OCCUPIED ROOM NIGHTS*	2003	2004	Percent Change
Hotels	3,493,412	3,563,709	2.0%
Motels	629,473	671,209	6.6%
28-Day Properties	99,601	172,168	72.9%
RV Parks	114,966	105,501	-8.2%
Timeshares	165,793	108,185	-34.7%
Total	4,503,245	4,620,772	2.6%

*Cash occupied room nights table 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.

AVERAGE DAILY ROOM (ADR) RATE	2003	2004	Percent Change
Washoe County*	\$58.87	\$64.52	9.6%
National Average**	\$83.13	\$85.52	2.9%

*Washoe County's average daily room rate does not include complimentary rooms.

**National average data source is Smith's Travel Research.

TAXABLE ROOM REVENUES*	2003 (\$000)	2004 (\$000)	Percent Change
January	16,486	18,529	12.4%
February	18,106	19,439	7.4%
March	19,239	22,667	17.8%
April	18,305	22,048	20.4%
May	21,999	25,784	17.2%
June	23,384	27,163	16.2%
July	25,529	28,323	10.9%
August	30,210	31,094	2.9%
September	26,917	30,566	13.6%
October	21,254	24,019	13.0%
November	16,693	15,873	-4.9%
December	15,967	18,228	14.2%
Total	254,089	283,734	11.7%

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

GROSS ROOM TAX COLLECTIONS	2003 (\$000)	2004 (\$000)	Percent Change
January	2,054	2,368	15.3%
February	2,244	2,473	10.2%
March	2,435	2,976	22.2%
April	2,326	2,834	21.8%
May	2,754	3,324	20.7%
June	2,928	3,491	19.2%
July	3,289	3,571	8.6%
August	3,879	3,984	2.7%
September	3,425	3,889	13.5%
October	2,721	3,083	13.3%
November	2,113	2,151	1.8%
December	2,079	2,329	12.0%
Total	32,246	36,473	13.1%

GROSS ROOM TAX DISTRIBUTION	2003 (\$000)	2004 (\$000)	Percent Change
6% RSCVA Dedicated Tax	15,319	17,169	12.1%
NV Lodging Tax: 5/8% RSCVA	1,595	1,788	12.1%
NV Lodging Tax: 3/8% State Portion	957	1,073	12.1%
1% National Bowling Stadium Tax	2,561	2,870	12.1%
Railroad Project	965	1,044	8.2%
Convention Center Expansion	5,106	5,723	12.1%
1% Local Government Tax	2,252	2,545	13.0%
City Center/Downtown Events Center	3,085	3,444	11.6%
2.5% Sparks Redevelopment	406	792	95.1%
RSCVA Adjustment*	---	25	---
Total Collections	32,246	36,473	13.1%

*A 2004 regulation change enabled RSCVA to keep penalties and interest resulting from returns that were late or contained errors.

NET RSCVA ROOM TAX REVENUE (6-5/8%)	2003 (\$000)	2004 (\$000)	Percent Change
January	1,093	1,240	13.4%
February	1,196	1,286	7.5%
March	1,293	1,547	19.6%
April	1,234	1,461	18.4%
May	1,455	1,719	18.1%
June	1,550	1,810	16.8%
July	1,713	1,867	9.0%
August	2,012	2,084	3.6%
September	1,780	2,017	13.3%
October	1,411	1,595	13.0%
November	1,098	1,115	1.5%
December	1,080	1,215	12.5%
Total	16,914	18,958	12.1%

Gaming

GAMING WIN: RENO	2003 (\$000)	2004 (\$000)	Percent Change
January	58,768	52,587	-10.5%
February	54,081	58,690	8.5%
March	62,816	63,515	1.1%
April	58,099	60,816	4.7%
May	70,502	66,999	-5.0%
June	63,588	62,203	-2.2%
July	65,849	65,697	-0.2%
August	72,202	68,109	-5.7%
September	62,942	65,841	4.6%
October	65,737	67,307	2.4%
November	55,464	57,567	3.8%
December	49,651	52,810	6.4%
Total	739,699	742,141	0.3%

GAMING WIN: SPARKS	2003 (\$000)	2004 (\$000)	Percent Change
January	12,747	12,167	-4.6%
February	12,399	13,114	5.8%
March	13,308	13,236	-0.5%
April	12,004	13,733	14.4%
May	13,371	13,617	1.8%
June	12,193	12,850	5.4%
July	13,488	14,045	4.1%
August	15,340	13,990	-8.8%
September	12,691	14,883	17.3%
October	13,690	14,324	4.6%
November	12,619	12,564	-0.4%
December	12,441	12,871	3.5%
Total	156,291	161,394	3.3%

GAMING WIN: NORTH LAKE TAHOE	2003 (\$000)	2004 (\$000)	Percent Change
January	3,438	3,133	-8.9%
February	2,342	3,261	39.3%
March	2,507	2,554	1.9%
April	1,891	2,657	40.5%
May	2,408	3,018	25.3%
June	3,211	3,410	6.2%
July	4,427	5,133	16.0%
August	4,524	5,256	16.2%
September	3,746	4,197	12.1%
October	2,961	3,172	7.1%
November	2,627	2,648	0.8%
December	2,583	3,355	29.9%
Total	36,665	41,794	14.0%

GAMING WIN: ALL WASHOE COUNTY	2003 (\$000)	2004 (\$000)	Percent Change
January	81,132	73,584	-9.3%
February	74,777	80,808	8.1%
March	85,344	85,723	0.4%
April	77,741	84,069	8.1%
May	93,604	90,442	-3.4%
June	85,717	84,838	-1.0%
July	90,613	92,271	1.8%
August	99,660	94,907	-4.8%
September	86,098	92,606	7.6%
October	89,658	92,202	2.8%
November	76,525	78,784	3.0%
December	69,584	75,081	7.9%
Total	1,010,453	1,025,315	1.5%

GAMING WIN BY AREA	2003		2004		Point Change	Percent Change
	(\$000)	%	(\$000)	%		
Reno	739,699	73.2%	742,172	72.4%	-0.8	0.3%
Sparks	156,291	15.5%	161,395	15.7%	0.2	3.3%
North Lake Tahoe	36,665	3.6%	41,795	4.1%	0.5	14.0%
Other Washoe Co.	77,798	7.7%	79,986	7.8%	0.1	2.8%
Total	1,010,453	100.0%	1,025,315	100.0%	0.0	1.5%

NUMBER OF "NON- RESTRICTED" CASINOS IN WASHOE COUNTY*	2003 (Based on 12 Month Summary)	2004 (Based on 12 Month Summary)	Change
Reno	24	24	0
Sparks	12	11	-1
North Lake Tahoe	5	5	0
Other Washoe County	13	13	0
Total	54	53	-1

NUMBER OF UNITS: SLOT MACHINES	2003 (Based on 12 Month Summary)	2004 (Based on 12 Month Summary)	Percent Change
Reno	17,584	15,987	-9.1%
Sparks	5,155	4,702	-8.8%
North Lake Tahoe	1,145	1,209	5.6%
Other Washoe County	2,389	2,455	2.8%
Total	26,273	24,354	-7.3%

NUMBER OF UNITS: TABLES/ GAMES	2003 (Based on 12 Month Summary)	2004 (Based on 12 Month Summary)	Percent Change
Reno	601	561	-6.7%
Sparks	96	92	-4.2%
North Lake Tahoe	53	56	5.7%
Other Washoe County	35	35	0.0%
Total	785	744	-5.2%

*Based upon Nevada's Gaming Control Board's Gaming Revenue Report for Non-Restricted Casinos, 12-Month summary.

AVERAGE WIN PER UNIT PER DAY: 2004 Average	Per Day Per Slot	Per Day Per Table Games*
Reno	\$92.9	\$931.4
Sparks	\$80.2	\$676.1
North Lake Tahoe	\$69.0	\$534.3
Other Washoe County	\$78.3	\$721.2
Total	\$87.8	\$860.1

*Table Games include Race Book, Sports Pool and Keno units and gaming wins.

COMPARATIVE GAMING PERFORMANCE – USA*	2003 Win Amount (\$000)	2004 Win Amount (\$000)	Percent Change
Las Vegas, Nevada (Clark County)	7,830,676	8,711,244	11.2%
Atlantic City, New Jersey	4,488,334	4,806,698	7.1%
Mississippi River Counties (Tunica)	1,526,523	1,550,954	1.6%
Mississippi Gulf Coast Counties	1,173,314	1,229,727	4.8%
Chicago Area, IL. (Indiana Gaming)	1,150,702	1,215,708	5.6%
Reno/Sparks, Nevada (Washoe)	1,010,452	1,025,347	1.5%
St. Louis, MO.**	827,278	878,384	6.2%
Bossier City / Shreveport, LA. Area	783,649	746,736	-4.7%

*Based on publicly disclosed records from the various states' gaming control boards / commissions.

** The St. Louis, MO. market includes both Missouri boats and Illinois boats in the St. Louis area for FY 2003 and 2004.

COMPARATIVE GAMING PERFORMANCE – NEVADA	2003 Win Amount (\$000)	2004 Win Amount (\$000)	Percent Change
Clark Co. (Las Vegas, Laughlin)	7,830,676	8,711,244	11.2%
Washoe Co. (Reno, Sparks)	1,010,452	1,025,347	1.5%
Douglas Co. (S. Lake Tahoe Only)	335,498	338,067	0.8%
Elko Co. (Elko, Wendover)	219,587	232,370	5.8%
Carson Valley (Carson, Minden)	102,961	112,588	9.4%
Nye Co. (Pahrump, Tonopah)	44,713	52,066	16.4%
Lyon Co. (Dayton, Yerington)	26,659	30,962	16.1%
Churchill Co. (Fallon)	17,478	19,278	10.3%
Humboldt Co. (Winnemucca)	17,028	18,528	8.8%
White Pine Co. (Ely)	5,571	6,137	10.2%
Other Nevada	14,682	15,663	6.7%
Total Nevada	9,625,304	10,562,247	9.7%

*Based upon Nevada's Gaming Control Board's Gaming Revenue Report for Non-Restricted Casinos, 12-Month summary.

COMPARATIVE GAMING PERFORMANCE – NEVADA Win Percent for Casinos*	2004 Win Percent Slots	2004 Win Percent Tables
Clark Co. (Las Vegas, Laughlin)	5.8	13.1
Washoe Co. (Reno, Sparks)	5.1	16.6
Douglas Co. (S. Lake Tahoe Only)	6.4	15.4
Elko Co. (Elko, Wendover)	5.4	19.6
Carson Valley (Carson, Minden)	4.7	17.9
Nye Co. (Pahrump, Tonopah)	5.8	6.7
Lyon Co. (Dayton, Yerington)	5.8	13.0
Churchill Co. (Fallon)	5.3	24.6
Humboldt Co. (Winnemucca)	6.0	21.9
White Pine Co. (Ely)	2.9	22.4
Other Nevada	6.5	13.4
Total Nevada	5.7	13.4

*The "Win Percent" for slot devices provides a ratio that represents the reported win amount divided by the total dollar amount played by patrons. The "Win Percent" for games provides a ratio that has been adjusted for effects of credit play. Data is from the State Gaming Control Board's Gaming Revenue Report for December, 31, 2004, 12-month summary.

Reno-Sparks Area Convention Sales

Information is based upon groups identified by the RSCVA. Figures do not include all groups that booked directly with the hotel properties.

NUMBER OF CONVENTIONS AND MEETINGS HELD	2003	2004	Percent Change
January	14	12	-14.3%
February	20	22	10.0%
March	32	28	-12.5%
April	25	24	-4.0%
May	36	15	-58.3%
June	26	20	-23.1%
July	31	30	-3.2%
August	16	26	62.5%
September	24	30	25.0%
October	42	32	-23.8%
November	18	16	-11.1%
December	7	7	0.0%
Total	291	262	-10.0%

ROOM NIGHTS REQUESTED FOR CONVENTIONS/MEETINGS	2003	2004	Percent Change
January	34,260	24,592	-28.2%
February	222,075	330,523	48.8%
March	22,976	50,093	118.0%
April	30,306	49,920	64.7%
May	39,601	15,614	-60.6%
June	18,310	55,166	201.3%
July	42,355	36,864	-13.0%
August	17,365	12,338	-28.9%
September	19,442	28,072	44.4%
October	35,585	43,541	22.4%
November	25,081	11,970	-52.3%
December	12,037	7,538	-37.4%
Total	519,393	666,231	28.3%

ANTICIPATED ATTENDANCE AT CONVENTIONS/MEETINGS	2003	2004	Percent Change
January	21,327	16,296	-23.6%
February	125,674	170,787	35.9%
March	22,026	30,147	36.9%
April	14,355	38,282	166.7%
May	18,943	11,487	-39.4%
June	75,846	47,502	-37.4%
July	20,655	28,249	36.8%
August	8,961	22,390	149.9%
September	11,191	18,835	68.3%
October	29,399	31,567	7.4%
November	13,300	11,284	-15.2%
December	4,846	4,091	-15.6%
Total	366,523	430,917	17.6%

Reno-Sparks Convention Center Utilization

Note: In 2004, event use days at the Convention Center were based on room or room combinations for both the ballroom areas and the meeting rooms. If a show used more than one exhibit hall, each exhibit hall received a day credit. If they used all 54 meeting rooms as separate rooms, they received credit for 54 days. Because the methodology for determining event use days changed between 2003 and 2004, the percent change is not calculated.

EVENT USE DAYS BY FACILITY	Ballroom Area	Exhibit Halls	Meeting Rooms	Other Areas	Total
January	13	88	174	99	374
February	19	62	256	22	359
March	13	56	94	23	186
April	48	86	203	55	392
May	53	67	272	83	475
June	3	85	213	20	321
July	35	83	436	50	604
August	0	46	53	12	111
September	5	32	156	17	210
October	56	62	370	87	575
November	18	31	102	28	179
December	9	12	48	13	82
Total in 2004	272	710	2,377	509	3,868
Total in 2003	77	325	237	67	706

EVENT USE DAYS BY TYPE OF EVENT*	Convention & Trade Shows	Public Shows	Misc. Meetings	Spectator Events**	Total
January	15	13	9	0	37
February	25	9	15	7	56
March	25	36	16	7	84
April	22	9	11	7	49
May	11	5	21	13	50
June	19	17	13	5	54
July	24	8	7	13	52
August	8	9	20	5	42
September	12	11	21	6	50
October	22	32	21	5	80
November	5	17	26	5	53
December	5	3	21	7	36
Total in 2004	193	169	201	80	643
Total in 2003	90	88	127	15	320

*Some events use more than one facility location.

**Spectator Events are special events booked through Convention Sales.

Reno-Sparks Livestock Events Center Utilization

EVENT USE DAYS* BY LOCATION**	Main Arena	Livestock Pavilion	Cutting Arena	Stalls/ Barns	Rodeo Area	Exhibit Hall	Total
January	24	16	0	0	8	12	60
February	23	13	0	0	0	21	57
March	19	26	9	8	7	18	87
April	21	20	9	7	10	11	78
May	18	18	18	17	18	12	101
June	29	29	29	29	29	29	174
July	21	13	13	19	16	11	93
August	28	15	22	9	17	15	106
September	28	23	17	9	26	24	127
October	25	25	25	21	25	12	133
November	18	21	12	8	14	18	91
December	10	7	0	0	0	10	27
Total in 2004	264	226	154	127	170	193	1,134
Total in 2003	157	143	92	98	91	104	685

EVENT USE DAYS* BY TYPE OF EVENT**	Equine & Livestock Events	Public Shows	Sporting Events	Misc. Other	Total
January	2	19	7	5	33
February	8	5	16	7	36
March	12	24	0	0	36
April	23	8	6	0	37
May	26	10	0	0	36
June	34	0	0	0	34
July	25	8	0	0	33
August	15	14	0	0	29
September	22	7	5	4	38
October	14	7	0	1	22
November	18	17	0	1	36
December	3	6	7	6	22
Total in 2004	202	125	41	24	392
Total in 2003	146	61	34	23	264

*Note: 2004 event use days reflect a change in accounting methods; 2004 numbers include move-in, move-out, and event days, while prior years include only event days. Therefore, percent change from 2003 to 2004 is not calculated.

**Note: The number of locations exceeds the number of events because some events use more than one facility location.

National Bowling Stadium Utilization

EVENT USE DAYS BY LOCATION	Bowling Lanes	Concourse Area	Registr. Area	Squad Room	Stadium Theater	Stadium Club	Conf. Room	Total
January	20	22	22	18	8	7	3	100
February	29	29	29	29	11	4	6	137
March	31	31	31	31	7	14	5	150
April	30	30	30	30	6	11	2	139
May	31	31	31	31	10	7	5	146
June	30	30	30	30	1	16	2	139
July	4	3	3	3	0	12	2	27
August	15	14	14	3	2	5	2	55
September	10	6	6	2	0	6	0	30
October	22	22	22	0	2	7	1	76
November	11	7	7	3	1	5	1	35
December	9	3	3	7	2	8	2	34
Total in 2004	242	228	228	187	50	102	31	1,068
Total in 2003	182	74	175	115	52	17	n/a	615
Percent Change	33.0%	208.1%	30.3%	62.6%	-3.8%	500.0%	n/a	73.7%

Golf Courses Owned and Operated by RSCVA

Wildcreek Golf Course, Sparks, NV.

WILDCREEK: TOURNAMENT PLAYERS	2003	2004	Percent Change
January	0	0	--
February	0	74	--
March	0	0	--
April	179	212	18.4%
May	791	511	-35.4%
June	970	1,129	16.4%
July	1,063	727	-31.6%
August	446	389	-12.8%
September	697	728	4.4%
October	686	611	-10.9%
November	0	34	--
December	0	0	--
Total	4,832	4,415	-8.6%

WILDCREEK: OPEN PLAY PLAYERS*	2003	2004	Percent Change
January	1,165	613	-47.4%
February	987	727	-26.3%
March	1,755	1,956	11.5%
April	1,161	1,965	69.3%
May	2,448	2,295	-6.3%
June	2,580	2,490	-3.5%
July	2,211	2,306	4.3%
August	2,246	2,462	9.6%
September	1,945	1,798	-7.6%
October	1,526	1,146	-24.9%
November	581	670	15.3%
December	356	311	-12.6%
Total	18,961	18,739	-1.2%

*Open-play is based on walk-ins, 9 hole players, twilight players, and locals.

WILDCREEK: BREAK-OUT	2003	2004	Percent Change
Out-of-Town:			
Tournament Players*	4,107	3,753	-8.6%
Open Play (Walk-Ins)	5,536	4,098	-26.0%
Total Out-of-Town	9,643	7,851	-18.6%
Local:			
Tournament Players*	725	662	-8.7%
Open Play (Locals and 9-Hole/Twilight Players)	13,525	14,641	8.3%
Annual Ticket Rounds	8,681	9,825	13.2%
Total Local	22,931	25,128	9.6%
Total Tournament, Open Play and Annual Ticket Rounds	32,474	32,979	1.6%

*Tournament players for 2004 are based on historical trends of 85% out-of-town players and 15% local players.

Northgate Golf Club, Reno, NV.

NORTHGATE: TOURNAMENT PLAYERS	2003	2004	Percent Change
January	0	0	--
February	0	0	--
March	0	0	--
April	19	83	336.8%
May	124	20	-83.9%
June	478	173	-63.8%
July	254	243	-4.3%
August	488	550	12.7%
September	170	404	137.6%
October	202	138	-31.7%
November	72	85	18.1%
December	0	0	--
Total	1,807	1,696	-6.1%

NORTHGATE: OPEN PLAY PLAYERS	2003	2004	Percent Change
January	0	0	--
February	0	0	--
March	529	650	22.9%
April	597	979	64.0%
May	1,602	2,286	42.7%
June	1,929	3,237	67.8%
July	1,802	2,984	65.6%
August	1,989	2,997	50.7%
September	1,865	1,436	-23.0%
October	1,620	948	-41.5%
November	283	433	53.0%
December	0	0	--
Total	12,216	15,950	30.6%

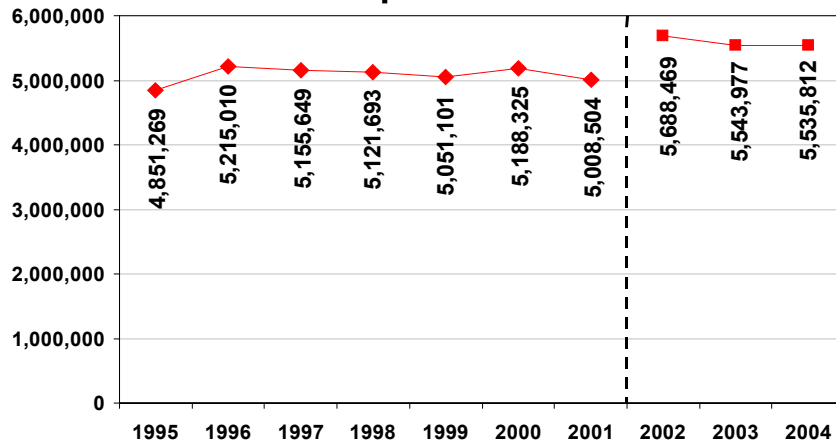
*Open-play is based on walk-ins, 9 hole players, twilight players, and locals.

NORTHGATE: BREAK-OUT	2003	2004	Percent Change
Out-of-Town:			
Tournament Players*	1,536	1,442	-6.1%
Open Play (Walk-Ins)	3,800	2,593	-31.8%
Total Out-of-Town	5,336	4,035	-24.4%
Local:			
Tournament Players*	271	254	-6.3%
Open Play (Locals and 9-Hole/Twilight Players)	8,416	13,357	58.7%
Annual Ticket Rounds	4,130	3,834	-7.2%
Total Local	12,817	17,445	36.1%
Total Tournament, Open Play and Annual Ticket Rounds	18,153	21,480	18.3%

*Tournament players for 2004 are based on historical trends of 85% out-of-town players and 15% local players.

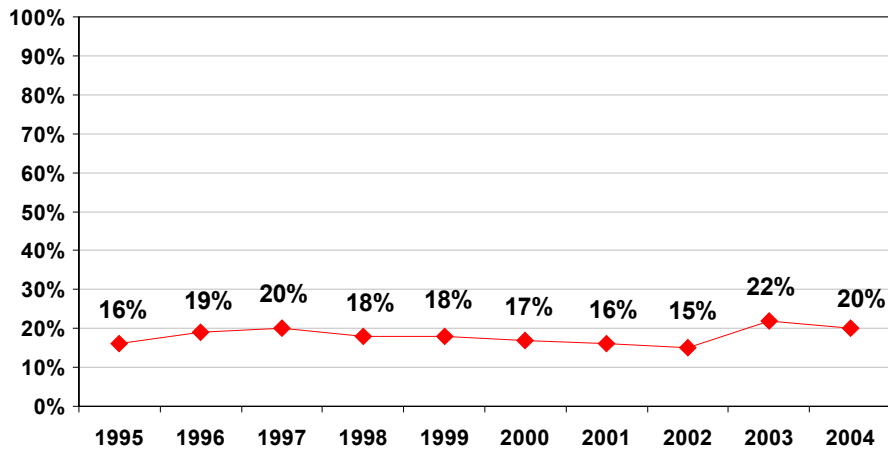
Ten Year Trends

Estimated Visitors to the Reno-Sparks Area



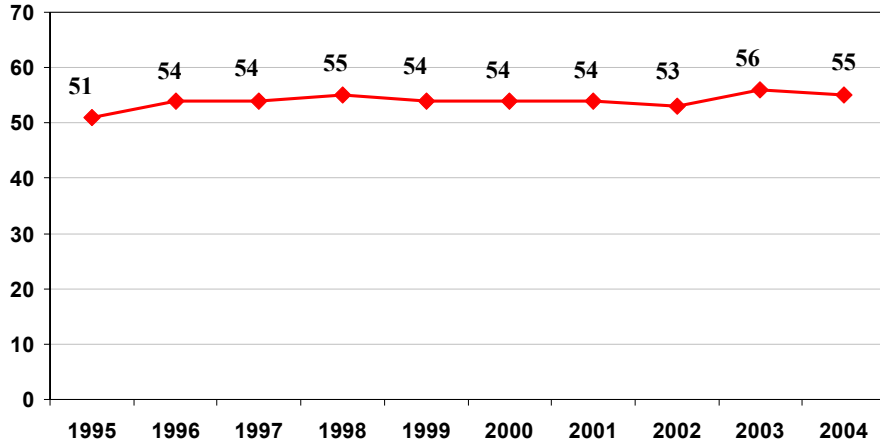
Note: Prior to 2002, the data may under-represent day visitors and non-commercial overnight visitors. The methodology for calculating visitors was revised in 2004 and recalculated back to 2002. The revised methodology is comparable to the methods used by other regional Convention and Visitors Authorities.

First Time Visitors



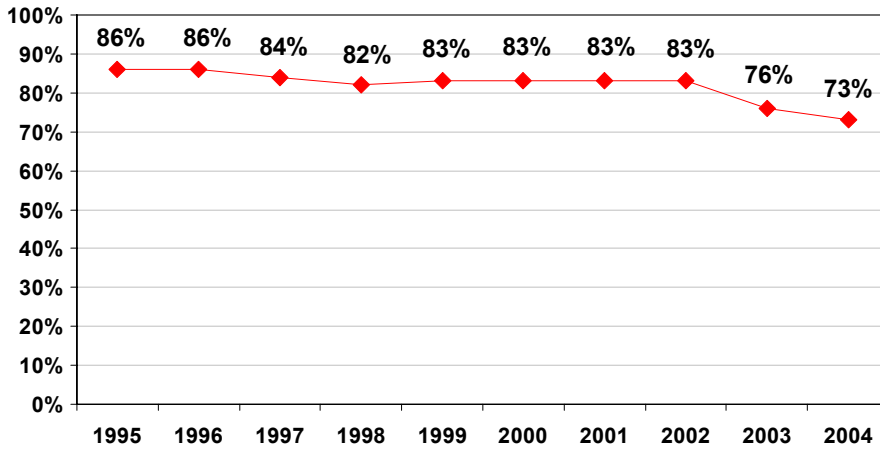
Data for 2000 and 2001 are estimates, based on trends.

Median Age of Visitors



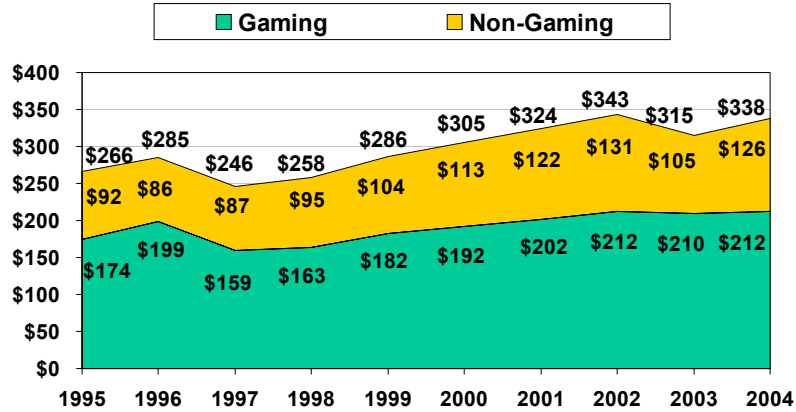
*Data for 2000 and 2001 are estimates, based on trends.

Intent to Return to Reno-Sparks (75-100% Chance of Returning within 2 Years)



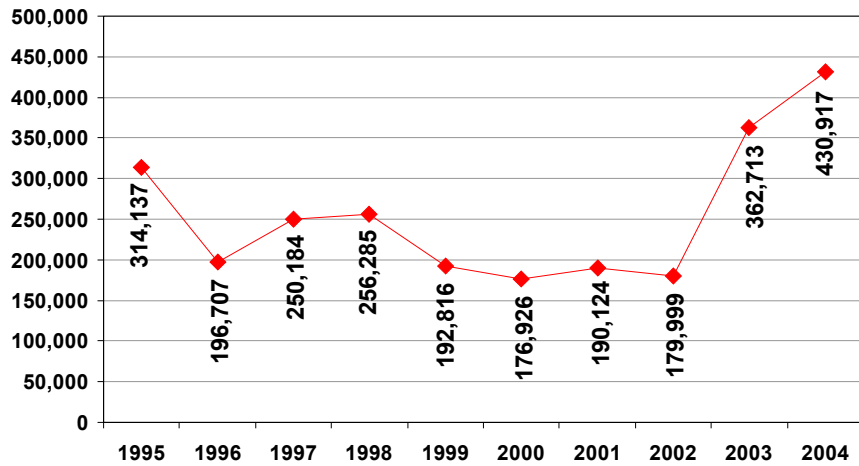
Data for 2000 and 2001 are estimates, based on trends.

Mean Daily Budget for Visitors from 100+ Miles Away (Per Person – Gaming Plus Non-Gaming)



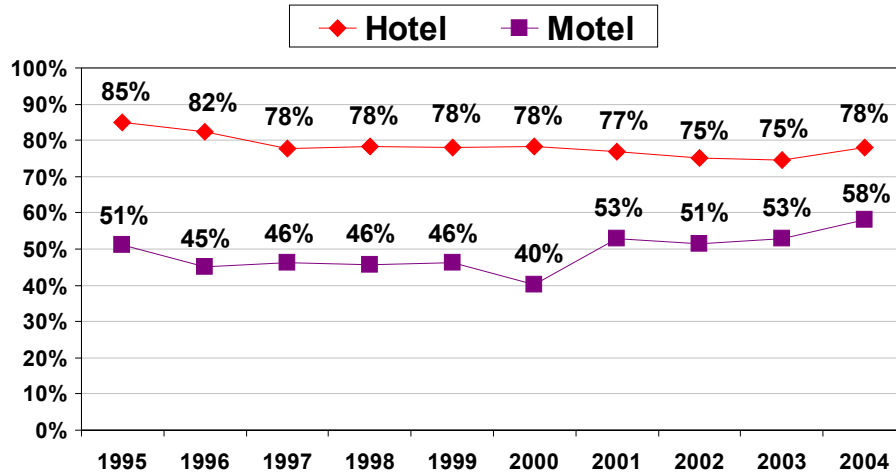
Data for 2000 and 2001 are estimates, based on trends.

Convention Attendance (Anticipated)



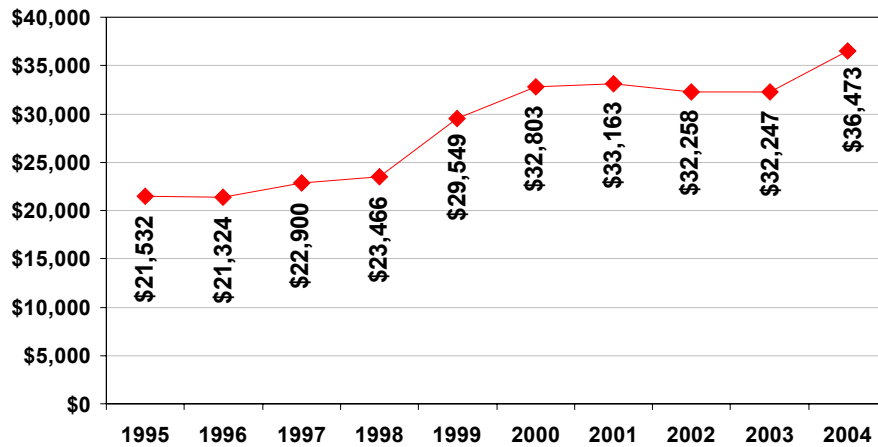
For historical purposes, attendees at major bowling tournaments are included.

Occupancy Rates for Hotels and Motels

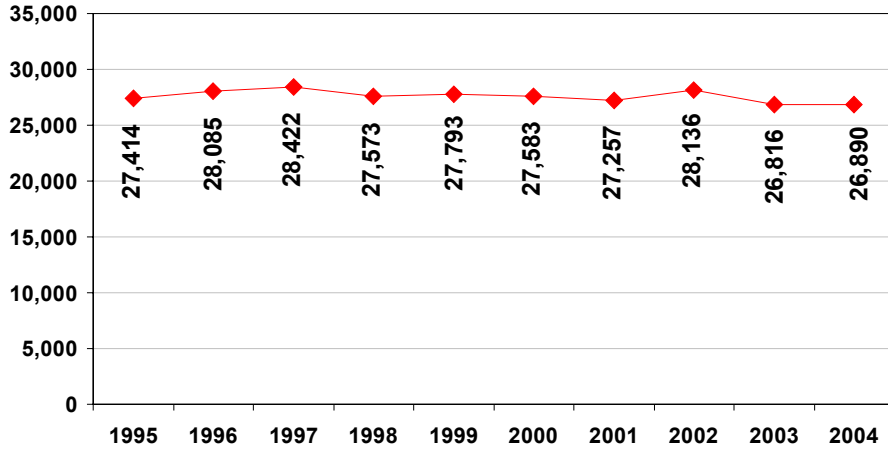


From Marketing Statistics Report; long-term, semi-permanent occupancy is not included.

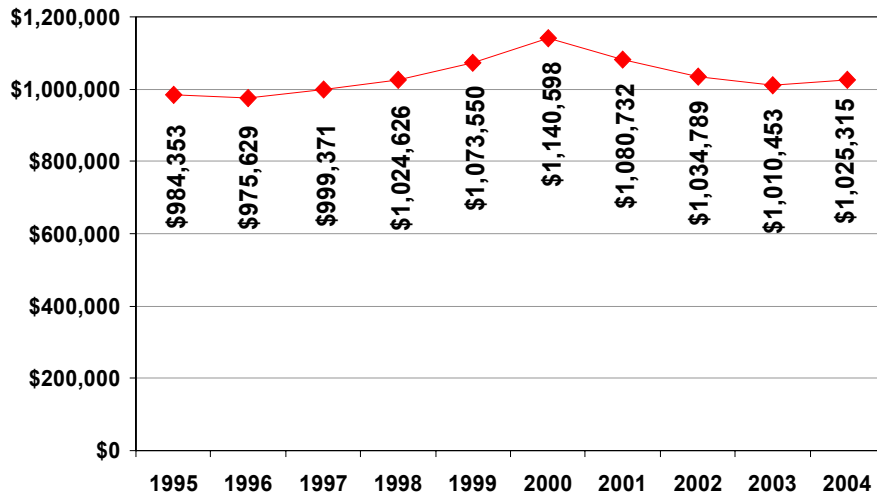
Gross Room Tax (\$000)



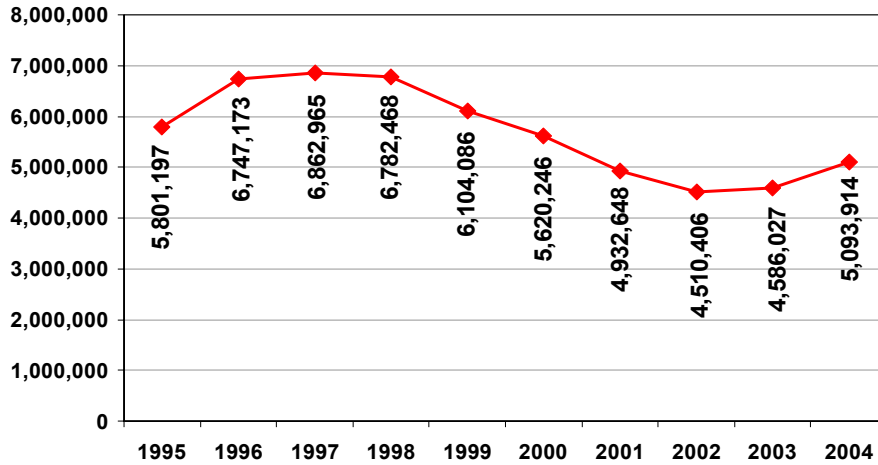
Licensed Rooms (All Types)



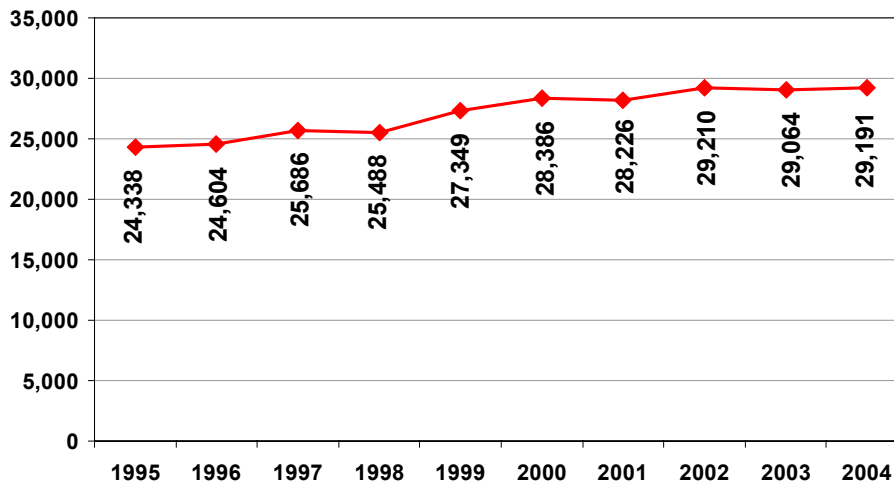
Washoe Co. Gaming Revenue (Gross - \$000)



Total Airport Passengers



Average Daily Highway Traffic (Two-Way: I-80 @ Verdi)



Acknowledgements

The Reno-Sparks Convention & Visitors Authority wishes to thank the following contributors to this report:

Airport Authority of Washoe County

Amtrak

Nevada Department of Transportation

Nevada Gaming Control Board

State of Nevada Demographer

U.S. Census Bureau

Western Regional Climate Center

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