

RENO-SPARKS CONVENTION & VISITORS AUTHORITY

March 2011 Room Statistics

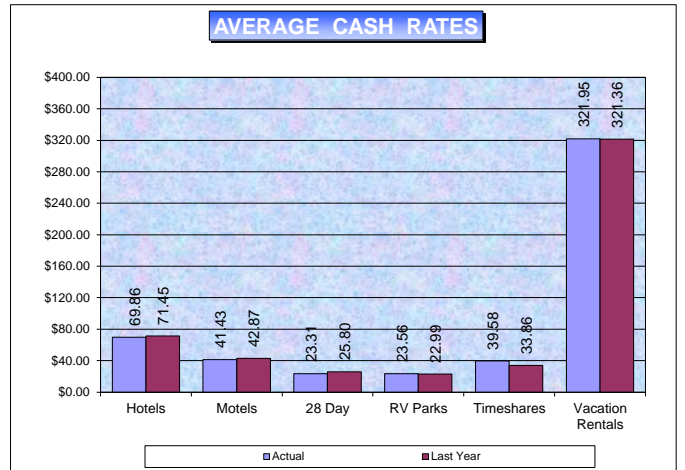
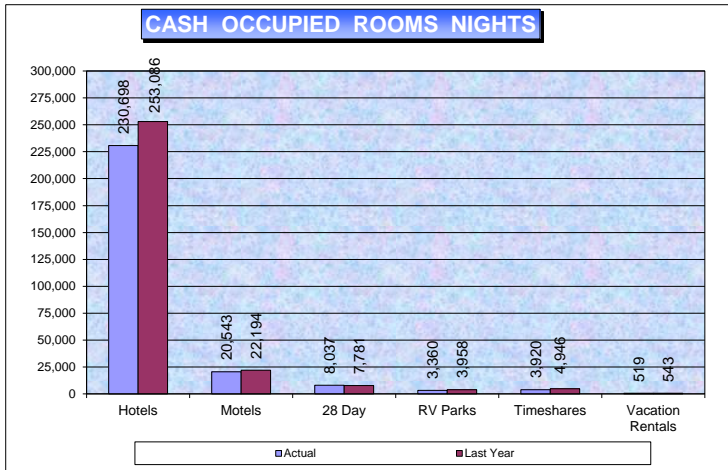
Taxable room revenues for the month total \$17,556,328 and are below prior year by \$2,110,997 (-10.7%). Cash occupied room nights of 267,077 are below prior year by 25,431 (-8.7%). Comp occupied room nights of 67,001 are below prior year by 10,559 (-13.6%), and 28-Day occupied room nights of 105,730 are below prior year by 2,699 (-2.5%). Total occupied rooms for the month (Cash,Comp, 28-day) of 439,808 are 38,689 (-8.1%) below the prior year.

Overall, Washoe County occupancy percentages of 58.5% for the month are below the 61.9% (-5.5%) level of the prior year. There were 21,446 (-2.8%) less available rooms for the month compared to the prior year.

Overall cash average rates for the month of \$65.74 are down \$1.50 (-2.2%), compared to \$67.24 for the prior year.

Year-to-date cash occupied room nights of 2,358,878 are 78,353 (-3.2%) below prior year. Cash average rates year-to-date of \$72.58 are \$0.85 (1.2%) above prior year. Year-to-date, total taxable room revenues of \$171,208,482 are \$3,614,326 (-2.1%) below prior year.

Segments	Total Occupied Rooms	Cash Occupied Rooms	Average Cash Rates		Increase (Decrease)	
			Actual	Last Year	Amount	% Percent
Hotels	299,134	230,698	\$69.86	\$71.45	(\$1.59)	-2.2%
Motels	24,541	20,543	\$41.43	\$42.87	(\$1.44)	-3.4%
28 Day	81,009	8,037	\$23.31	\$25.80	(\$2.49)	-9.6%
RV Parks	24,681	3,360	\$23.56	\$22.99	\$0.57	2.5%
Timeshares	3,920	3,920	\$39.58	\$33.86	\$5.72	16.9%
Vacation Rentals	6,523	519	\$321.95	\$321.36	\$0.58	0.2%
Totals	439,808	267,077	\$65.74	\$67.24	(\$1.50)	-2.2%



Attached please find the detail statistics for each market segment.

Reno-Sparks Convention and Visitors Authority

Combined Room Statistics

March 2011

Description	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Taxable Room Revenues	\$17,556,328	\$16,940,840	\$615,488	3.6%	\$19,667,325	(\$2,110,997)	-10.7%
Occupied Rooms - Cash	267,077	261,994	5,083	1.9%	292,508	(25,431)	-8.7%
Average Rate - Cash	\$65.74	\$64.66	\$1.08	1.7%	\$67.24	(\$1.50)	-2.2%
Occupied Rooms							
Cash	267,077	261,994	5,083	1.9%	292,508	(25,431)	-8.7%
Comp	67,001	79,105	(12,104)	-15.3%	77,560	(10,559)	-13.6%
28 Day	105,730	104,977	753	0.7%	108,429	(2,699)	-2.5%
Total Occupied Rooms	439,808	446,076	(6,268)	-1.4%	478,497	(38,689)	-8.1%
Percentage of Occupancy							
Cash	35.5%	33.8%	1.7	5.0%	37.8%	(2.3)	-6.1%
Comp	8.9%	10.2%	(1.3)	-12.7%	10.0%	(1.1)	-11.0%
28 Day	14.1%	13.6%	0.5	3.7%	14.0%	0.1	0.7%
Total Percentage of Occupancy	58.5%	57.6%	0.9	1.6%	61.9%	(3.4)	-5.5%
Market Segments							
Occupied Rooms - Cash							
Hotels	230,698	223,659	7,039	3.1%	253,086	(22,388)	-8.8%
Motels	20,543	21,738	(1,195)	-5.5%	22,194	(1,651)	-7.4%
28 Day Motels	8,037	7,703	334	4.3%	7,781	256	3.3%
R.V. Parks	3,360	3,918	(558)	-14.2%	3,958	(598)	-15.1%
Vacation Rentals	519	538	(19)	-3.5%	543	(24)	-4.4%
Timeshares	3,920	4,438	(518)	-11.7%	4,946	(1,026)	-20.7%
Total Occupied - Cash	267,077	261,994	5,083	1.9%	292,508	(25,431)	-8.7%
Percentage of Occupancy - Cash							
Hotels	49.1%	46.3%	2.8	6.0%	52.2%	(3.1)	-5.9%
Motels	31.3%	32.1%	(0.8)	-2.5%	32.8%	(1.5)	-4.6%
28 Day Motels	6.3%	5.8%	0.5	8.6%	6.0%	0.3	5.0%
R.V. Parks	6.2%	7.2%	(1.0)	-13.9%	7.3%	(1.1)	-15.1%
Vacation Rentals	2.8%	2.8%	0.0	0.0%	3.0%	(0.2)	-6.7%
Timeshares	23.0%	25.6%	(2.6)	-10.2%	26.4%	(3.4)	-12.9%
Total Occupancy Percentage - Cash	35.5%	33.8%	1.7	5.0%	37.8%	(2.3)	-6.1%
Average Rates - Cash							
Hotels	\$69.86	\$68.87	\$0.99	1.4%	\$71.45	(\$1.59)	-2.2%
Motels	\$41.43	\$42.82	(\$1.39)	-3.2%	\$42.87	(\$1.44)	-3.4%
28 Day Motels	\$23.31	\$25.67	(\$2.36)	-9.2%	\$25.80	(\$2.49)	-9.7%
R.V. Parks	\$23.56	\$22.88	\$0.68	3.0%	\$22.99	\$0.57	2.5%
Vacation Rentals	\$321.95	\$319.49	\$2.46	0.8%	\$321.36	\$0.59	0.2%
Timeshares	\$39.58	\$33.31	\$6.27	18.8%	\$33.86	\$5.72	16.9%
Total Cash Average Rate	\$65.74	\$64.66	\$1.08	1.7%	\$67.24	(\$1.50)	-2.2%

Reno-Sparks Convention and Visitors Authority

Combined Room Statistics

March 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	267,077	261,994	5,083	1.9%	292,508	(25,431)	-8.7%
Comp	67,001	79,105	(12,104)	-15.3%	77,560	(10,559)	-13.6%
28 Day	105,730	104,977	753	0.7%	108,429	(2,699)	-2.5%
Total Occupied Rooms	439,808	446,076	(6,268)	-1.4%	478,497	(38,689)	-8.1%
Vacant	311,745	328,304	(16,559)	-5.0%	294,502	17,243	5.9%
Total Available Rooms	751,553	774,380	(22,827)	-2.9%	772,999	(21,446)	-2.8%
Percentage of Occupancy							
Cash	35.5%	33.8%	1.7	5.0%	37.8%	(2.3)	-6.1%
Comp	8.9%	10.2%	(1.3)	-12.7%	10.0%	(1.1)	-11.0%
28 Day	14.1%	13.6%	0.5	3.7%	14.0%	0.1	0.7%
Total Occupancy Percentage	58.5%	57.6%	0.9	1.6%	61.9%	(3.4)	-5.5%
Vacant	41.5%	42.4%	(0.9)	-2.1%	38.1%	3.4	8.9%
Total (must equal 100.0%)	100.0%	100.0%	0.0	0.0%	100.0%	0.0	0.0%
Revenue							
Cash - Taxable	\$17,556,328	\$16,940,840	\$615,488	3.6%	\$19,667,325	(\$2,110,997)	-10.7%
Comp	\$4,245,298	\$4,795,736	(\$550,438)	-11.5%	\$4,701,916	(\$456,618)	-9.7%
28 Day	\$1,981,174	\$2,014,748	(\$33,574)	-1.7%	\$2,064,172	(\$82,998)	-4.0%
Total Revenue	\$23,782,800	\$23,751,324	\$31,476	0.1%	\$26,433,413	(\$2,650,613)	-10.0%
Average Rates							
Cash	\$65.74	\$64.66	\$1.08	1.7%	\$67.24	(\$1.50)	-2.2%
Comp	\$63.36	\$60.62	\$2.74	4.5%	\$60.62	\$2.74	4.5%
28 Day	\$18.74	\$19.19	(\$0.45)	-2.3%	\$19.04	(\$0.30)	-1.6%

Reno-Sparks Convention and Visitors Authority

Hotel Statistics

March 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	230,698	223,659	7,039	3.1%	253,086	(22,388)	-8.8%
Comp	66,793	78,805	(12,012)	-15.2%	77,260	(10,467)	-13.5%
28 Day	1,643	1,584	59	3.7%	1,584	59	3.7%
Total Occupied Rooms	299,134	304,048	(4,914)	-1.6%	331,930	(32,796)	-9.9%
Vacant	170,414	178,653	(8,239)	-4.6%	152,841	17,573	11.5%
Total Available Rooms	469,548	482,701	(13,153)	-2.7%	484,771	(15,223)	-3.1%
Percentage of Occupancy							
Cash	49.1%	46.3%	2.8	6.0%	52.2%	(3.1)	-5.9%
Comp	14.2%	16.3%	(2.1)	-12.9%	15.9%	(1.7)	-10.7%
28 Day	0.3%	0.3%	-	0.0%	0.3%	-	0.0%
Total Occupancy Percentage	63.7%	63.0%	0.7	1.1%	68.5%	(4.8)	-7.0%
Vacant	36.3%	37.0%	(0.7)	-1.9%	31.5%	4.8	15.2%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$16,116,517	\$15,402,899	\$713,618	4.6%	\$18,082,273	(\$1,965,756)	-10.9%
Comp	\$4,237,046	\$4,784,841	(\$547,795)	-11.4%	\$4,691,021	(\$453,975)	-9.7%
28 Day	\$69,395	\$79,284	(\$9,889)	-12.5%	\$79,284	(\$9,889)	-12.5%
Total Revenue	\$20,422,958	\$20,267,024	\$155,934	0.8%	\$22,852,578	(\$2,429,620)	-10.6%
Average Rates							
Cash	\$69.86	\$68.87	\$0.99	1.4%	\$71.45	(\$1.59)	-2.2%
Comp	\$63.44	\$60.72	\$2.72	4.5%	\$60.72	\$2.72	4.5%
28 Day	\$42.24	\$50.05	(\$7.81)	-15.6%	\$50.05	(\$7.81)	-15.6%

Reno-Sparks Convention and Visitors Authority

Motel Statistics

March 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	20,543	21,738	(1,195)	-5.5%	22,194	(1,651)	-7.4%
Comp	167	200	(33)	-16.5%	200	(33)	-16.5%
28 Day	3,831	2,271	1,560	68.7%	4,402	(571)	-13.0%
Total Occupied Rooms	24,541	24,209	332	1.4%	26,796	(2,255)	-8.4%
Vacant	41,097	43,495	(2,398)	-5.5%	40,877	220	0.5%
Total Available Rooms	65,638	67,704	(2,066)	-3.1%	67,673	(2,035)	-3.0%
Percentage of Occupancy							
Cash	31.3%	32.1%	(0.8)	-2.5%	32.8%	(1.5)	-4.6%
Comp	0.3%	0.3%	-	0.0%	0.3%	-	0.0%
28 Day	5.8%	3.4%	2.4	70.6%	6.5%	(0.7)	-10.8%
Total Occupancy Percentage	37.4%	35.8%	1.6	4.5%	39.6%	(2.2)	-5.6%
Vacant	62.6%	64.2%	(1.6)	-2.5%	60.4%	2.2	3.6%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$851,039	\$930,844	(\$79,805)	-8.6%	\$951,348	(\$100,309)	-10.5%
Comp	\$7,274	\$8,227	(\$953)	-11.6%	\$8,227	(\$953)	-11.6%
28 Day	\$80,326	\$44,111	\$36,215	82.1%	\$76,639	\$3,687	4.8%
Total Revenue	\$938,639	\$983,182	(\$44,543)	-4.5%	\$1,036,214	(\$97,575)	-9.4%
Average Rates							
Cash	\$41.43	\$42.82	(\$1.39)	-3.2%	\$42.87	(\$1.44)	-3.4%
Comp	\$43.56	\$41.14	\$2.42	5.9%	\$41.14	\$2.42	5.9%
28 Day	\$20.97	\$19.42	\$1.55	8.0%	\$17.41	\$3.56	20.4%

Reno-Sparks Convention and Visitors Authority

28 Day Motel Statistics

March 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	8,037	7,703	334	4.3%	7,781	256	3.3%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	72,972	73,444	(472)	-0.6%	74,765	(1,793)	-2.4%
Total Occupied Rooms	81,009	81,147	(138)	-0.2%	82,546	(1,537)	-1.9%
Vacant	45,784	51,843	(6,059)	-11.7%	46,967	(1,183)	-2.5%
Total Available Rooms	126,793	132,990	(6,197)	-4.7%	129,513	(2,720)	-2.1%
Percentage of Occupancy							
Cash	6.3%	5.8%	0.5	8.6%	6.0%	0.3	5.0%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	57.6%	55.2%	2.4	4.3%	57.7%	(0.1)	-0.2%
Total Occupancy Percentage	63.9%	61.0%	2.9	4.8%	63.7%	0.2	0.3%
Vacant	36.1%	39.0%	(2.9)	-7.4%	36.3%	(0.2)	-0.6%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$187,373	\$197,734	(\$10,361)	-5.2%	\$200,745	(\$13,372)	-6.7%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$1,288,245	\$1,363,264	(\$75,019)	-5.5%	\$1,380,160	(\$91,915)	-6.7%
Total Revenue	\$1,475,618	\$1,560,998	(\$85,380)	-5.5%	\$1,580,905	(\$105,287)	-6.7%
Average Rates							
Cash	\$23.31	\$25.67	(\$2.36)	-9.2%	\$25.80	(\$2.49)	-9.7%
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$17.65	\$18.56	(\$0.91)	-4.9%	\$18.46	(\$0.81)	-4.4%

Reno-Sparks Convention and Visitors Authority

RV Park Statistics

March 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	3,360	3,918	(558)	-14.2%	3,958	(598)	-15.1%
Comp	41	100	(59)	-59.0%	100	(59)	-59.0%
28 Day	21,280	22,218	(938)	-4.2%	22,218	(938)	-4.2%
Total Occupied Rooms	24,681	26,236	(1,555)	-5.9%	26,276	(1,595)	-6.1%
Vacant	29,476	27,921	1,555	5.6%	27,881	1,595	5.7%
Total Available Rooms	54,157	54,157	-	0.0%	54,157	-	0.0%
Percentage of Occupancy							
Cash	6.2%	7.2%	(1.0)	-13.9%	7.3%	(1.1)	-15.1%
Comp	0.1%	0.2%	(0.1)	-50.0%	0.2%	(0.1)	-50.0%
28 Day	39.3%	41.0%	(1.7)	-4.1%	41.0%	(1.7)	-4.1%
Total Occupancy Percentage	45.6%	48.4%	(2.8)	-5.8%	48.5%	(2.9)	-6.0%
Vacant	54.4%	51.6%	2.8	5.4%	51.5%	2.9	5.6%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$79,169	\$89,643	(\$10,474)	-11.7%	\$91,008	(\$11,839)	-13.0%
Comp	\$978	\$2,668	(\$1,690)	-63.3%	\$2,668	(\$1,690)	-63.3%
28 Day	\$260,843	\$286,082	(\$25,239)	-8.8%	\$286,082	(\$25,239)	-8.8%
Total Revenue	\$340,990	\$378,393	(\$37,403)	-9.9%	\$379,758	(\$38,768)	-10.2%
Average Rates							
Cash	\$23.56	\$22.88	\$0.68	3.0%	\$22.99	\$0.57	2.5%
Comp	\$23.85	\$26.68	(\$2.83)	-10.6%	\$26.68	(\$2.83)	-10.6%
28 Day	\$12.26	\$12.88	(\$0.62)	-4.8%	\$12.88	(\$0.62)	-4.8%

Reno-Sparks Convention and Visitors Authority

Vacation Rental Statistics

March 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	519	538	(19)	-3.5%	543	(24)	-4.4%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	6,004	5,460	544	10.0%	5,460	544	10.0%
Total Occupied Rooms	6,523	5,998	525	8.8%	6,003	520	8.7%
Vacant	11,848	13,470	(1,622)	-12.0%	12,156	(308)	-2.5%
Total Available Rooms	18,371	19,468	(1,097)	-5.6%	18,159	212	1.2%
Percentage of Occupancy							
Cash	2.8%	2.8%	-	0.0%	3.0%	(0.2)	-6.7%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	32.7%	28.0%	4.7	16.8%	30.1%	2.6	8.6%
Total Occupancy Percentage	35.5%	30.8%	4.7	15.3%	33.1%	2.4	7.3%
Vacant	64.5%	69.2%	(4.7)	-6.8%	66.9%	(2.4)	-3.6%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$167,090	\$171,883	(\$4,793)	-2.8%	\$174,501	(\$7,411)	-4.2%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$282,365	\$242,007	\$40,358	16.7%	\$242,007	\$40,358	16.7%
Total Revenue	\$449,455	\$413,890	\$35,565	8.6%	\$416,508	\$32,947	7.9%
Average Rates							
Cash	\$321.95	\$319.49	\$2.46	0.8%	\$321.36	\$0.59	0.2%
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$47.03	\$44.32	\$2.71	6.1%	\$44.32	\$2.71	6.1%

Reno-Sparks Convention and Visitors Authority

Timeshare Statistics

March 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	3,920	4,438	(518)	-11.7%	4,946	(1,026)	-20.7%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	-	-	-	0.0%	-	-	0.0%
Total Occupied Rooms	3,920	4,438	(518)	-11.7%	4,946	(1,026)	-20.7%
Vacant	13,126	12,922	204	1.6%	13,780	(654)	-4.7%
Total Available Rooms	17,046	17,360	(314)	-1.8%	18,726	(1,680)	-9.0%
Percentage of Occupancy							
Cash	23.0%	25.6%	(2.6)	-10.2%	26.4%	(3.4)	-12.9%
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	23.0%	25.6%	(2.6)	-10.2%	26.4%	(3.4)	-12.9%
Vacant	77.0%	74.4%	2.6	3.5%	73.6%	3.4	4.6%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$155,140	\$147,837	\$7,303	4.9%	\$167,450	(\$12,310)	-7.4%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
Total Revenue	\$155,140	\$147,837	\$7,303	4.9%	\$167,450	(\$12,310)	-7.4%
Average Rates							
Cash	\$39.58	\$33.31	\$6.27	18.8%	\$33.86	\$5.72	16.9%
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

Combined Room Statistics - Year To Date

March 2011

Description	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Taxable Room Revenues	\$171,208,482	\$167,235,881	\$3,972,601	2.4%	\$174,822,808	(\$3,614,326)	-2.1%
Occupied Rooms - Cash	2,358,878	2,354,726	4,152	0.2%	2,437,231	(78,353)	-3.2%
Average Rate - Cash	\$72.58	\$71.02	\$1.56	2.2%	\$71.73	\$0.85	1.2%
Occupied Rooms							
Cash	2,358,878	2,354,726	4,152	0.2%	2,437,231	(78,353)	-3.2%
Comp	654,483	669,128	(14,645)	-2.2%	656,072	(1,589)	-0.2%
28 Day	939,130	966,332	(27,202)	-2.8%	975,536	(36,406)	-3.7%
Total Occupied Rooms	3,952,491	3,990,186	(37,695)	-0.9%	4,068,839	(116,348)	-2.9%
Percentage of Occupancy							
Cash	35.4%	34.3%	1.1	3.2%	35.9%	(0.5)	-1.4%
Comp	9.8%	9.7%	0.1	1.0%	9.7%	0.1	1.0%
28 Day	14.1%	14.1%	-	0.0%	14.4%	(0.3)	-2.1%
Total Percentage of Occupancy	59.3%	58.1%	1.2	2.1%	59.9%	(0.6)	-1.0%
Market Segments							
Occupied Rooms - Cash							
Hotels	1,983,572	1,991,421	(7,849)	-0.4%	2,066,834	(83,262)	-4.0%
Motels	195,705	183,319	12,386	6.8%	187,929	7,776	4.1%
28 Day Motels	78,594	78,555	39	0.0%	79,554	(960)	-1.2%
R.V. Parks	48,387	45,510	2,877	6.3%	45,965	2,422	5.3%
Vacation Rentals	13,439	15,481	(2,042)	-13.2%	15,636	(2,197)	-14.1%
Timeshares	39,181	40,440	(1,259)	-3.1%	41,313	(2,132)	-5.2%
Total Occupied - Cash	2,358,878	2,354,726	4,152	0.2%	2,437,231	(78,353)	-3.2%
Percentage of Occupancy - Cash							
Hotels	47.8%	46.7%	1.1	2.4%	48.8%	(1.0)	-2.0%
Motels	34.2%	30.6%	3.6	11.8%	31.7%	2.5	7.9%
28 Day Motels	6.9%	6.6%	0.3	4.5%	6.8%	0.1	1.5%
R.V. Parks	10.0%	9.4%	0.6	6.4%	9.5%	0.5	5.3%
Vacation Rentals	8.0%	9.0%	(1.0)	-11.1%	9.2%	(1.2)	-13.0%
Timeshares	25.4%	26.4%	(1.0)	-3.8%	27.9%	(2.5)	-9.0%
Total Occupancy Percentage - Cash	35.4%	34.3%	1.1	3.2%	35.9%	(0.5)	-1.4%
Average Rates - Cash							
Hotels	\$76.99	\$75.24	\$1.75	2.3%	\$76.00	\$0.99	1.3%
Motels	\$47.70	\$47.78	(\$0.08)	-0.2%	\$47.60	\$0.10	0.2%
28 Day Motels	\$26.02	\$26.57	(\$0.55)	-2.1%	\$26.70	(\$0.68)	-2.5%
R.V. Parks	\$31.30	\$31.41	(\$0.11)	-0.4%	\$31.54	(\$0.24)	-0.8%
Vacation Rental	\$324.20	\$258.26	\$65.94	25.5%	\$259.60	\$64.60	24.9%
Timeshares	\$31.58	\$27.73	\$3.85	13.9%	\$27.98	\$3.60	12.9%
Total Cash Average Rate	\$72.58	\$71.02	\$1.56	2.2%	\$71.73	\$0.85	1.2%

Reno-Sparks Convention and Visitors Authority

Combined Room Statistics - Year To Date

March 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	2,358,878	2,354,726	4,152	0.2%	2,437,231	(78,353)	-3.2%
Comp	654,483	669,128	(14,645)	-2.2%	656,072	(1,589)	-0.2%
28 Day	939,130	966,332	(27,202)	-2.8%	975,536	(36,406)	-3.7%
Total Occupied Rooms	3,952,491	3,990,186	(37,695)	-0.9%	4,068,839	(116,348)	-2.9%
Vacant	2,717,344	2,872,892	(155,548)	-5.4%	2,729,321	(11,977)	-0.4%
Total Available Rooms	6,669,835	6,863,078	(193,243)	-2.8%	6,798,160	(128,325)	-1.9%
Percentage of Occupancy							
Cash	35.4%	34.3%	1.1	3.2%	35.9%	(0.5)	-1.4%
Comp	9.8%	9.7%	0.1	1.0%	9.7%	0.1	1.0%
28 Day	14.1%	14.1%	-	0.0%	14.4%	(0.3)	-2.1%
Total Occupancy Percentage	59.3%	58.1%	1.2	2.1%	59.9%	(0.6)	-1.0%
Vacant	40.7%	41.9%	(1.2)	-2.9%	40.1%	0.6	1.5%
Total (must equal 100.0%)	100.0%	100.0%	0.0	0.0%	100.0%	0.0	0.0%
Revenue							
Cash - Taxable	\$171,208,482	\$167,235,881	\$3,972,601	2.4%	\$174,822,808	(\$3,614,326)	-2.1%
Comp	\$42,310,962	\$44,404,160	(\$2,093,198)	-4.7%	\$43,536,246	(\$1,225,284)	-2.8%
28 Day	\$17,994,084	\$18,811,533	(\$817,449)	-4.3%	\$19,001,494	(\$1,007,410)	-5.3%
Total Revenue	\$231,513,528	\$230,451,574	\$1,061,954	0.5%	\$237,360,548	(\$5,847,020)	-2.5%
Average Rates							
Cash	\$72.58	\$71.02	\$1.56	2.2%	\$71.73	\$0.85	1.2%
Comp	\$64.65	\$66.36	(\$1.71)	-2.6%	\$66.36	(\$1.71)	-2.6%
28 Day	\$19.16	\$19.47	(\$0.31)	-1.6%	\$19.48	(\$0.32)	-1.6%

Reno-Sparks Convention and Visitors Authority

Hotel Statistics - Year To Date

March 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	1,983,572	1,991,421	(7,849)	-0.4%	2,066,834	(83,262)	-4.0%
Comp	651,920	665,785	(13,865)	-2.1%	652,729	(809)	-0.1%
28 Day	15,803	14,008	1,795	12.8%	14,008	1,795	12.8%
Total Occupied Rooms	2,651,295	2,671,214	(19,919)	-0.7%	2,733,571	(82,276)	-3.0%
Vacant	1,496,910	1,595,240	(98,330)	-6.2%	1,498,032	(1,122)	-0.1%
Total Available Rooms	4,148,205	4,266,454	(118,249)	-2.8%	4,231,603	(83,398)	-2.0%
Percentage of Occupancy							
Cash	47.8%	46.7%	1.1	2.4%	48.8%	(1.0)	-2.0%
Comp	15.7%	15.6%	0.1	0.6%	15.4%	0.3	1.9%
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%	64.6%	(0.7)	-1.1%
Vacant	36.1%	37.4%	(1.3)	-3.5%	35.4%	0.7	2.0%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$152,718,659	\$149,841,182	\$2,877,477	1.9%	\$157,088,561	(\$4,369,902)	-2.8%
Comp	\$42,205,392	\$44,263,748	(\$2,058,356)	-4.7%	\$43,395,833	(\$1,190,441)	-2.7%
28 Day	\$792,564	\$822,257	(\$29,693)	-3.6%	\$822,257	(\$29,693)	-3.6%
Total Revenue	\$195,716,615	\$194,927,187	\$789,428	0.4%	\$201,306,651	(\$5,590,036)	-2.8%
Average Rates							
Cash	\$76.99	\$75.24	\$1.75	2.3%	\$76.00	\$0.99	1.3%
Comp	\$64.74	\$66.48	(\$1.74)	-2.6%	\$66.48	(\$1.74)	-2.6%
28 Day	\$50.15	\$58.70	(\$8.55)	-14.6%	\$58.70	(\$8.55)	-14.6%

Reno-Sparks Convention and Visitors Authority

Motel Statistics - Year To Date

March 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	195,705	183,319	12,386	6.8%	187,929	7,776	4.1%
Comp	1,785	2,352	(567)	-24.1%	2,352	(567)	-24.1%
28 Day	37,454	31,144	6,310	20.3%	33,275	4,179	12.6%
Total Occupied Rooms	234,944	216,815	18,129	8.4%	223,556	11,388	5.1%
Vacant	337,927	381,601	(43,674)	-11.4%	369,133	(31,206)	-8.5%
Total Available Rooms	572,871	598,416	(25,545)	-4.3%	592,689	(19,818)	-3.3%
Percentage of Occupancy							
Cash	34.2%	30.6%	3.6	11.8%	31.7%	2.5	7.9%
Comp	0.3%	0.4%	(0.1)	-25.0%	0.4%	(0.1)	-25.0%
28 Day	6.5%	5.2%	1.3	25.0%	5.6%	0.9	16.1%
Total Occupancy Percentage	41.0%	36.2%	4.8	13.3%	37.7%	3.3	8.8%
Vacant	59.0%	63.8%	(4.8)	-7.5%	62.3%	(3.3)	-5.3%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$9,335,972	\$8,758,368	\$577,604	6.6%	\$8,945,462	\$390,510	4.4%
Comp	\$85,520	\$112,762	(\$27,242)	-24.2%	\$112,763	(\$27,243)	-24.2%
28 Day	\$722,122	\$520,902	\$201,220	38.6%	\$557,131	\$164,991	29.6%
Total Revenue	\$10,143,614	\$9,392,032	\$751,582	8.0%	\$9,615,356	\$528,258	5.5%
Average Rates							
Cash	\$47.70	\$47.78	(\$0.08)	-0.2%	\$47.60	\$0.10	0.2%
Comp	\$47.91	\$47.94	(\$0.03)	-0.1%	\$47.94	(\$0.03)	-0.1%
28 Day	\$19.28	\$16.73	\$2.55	15.2%	\$16.74	\$2.54	15.2%

Reno-Sparks Convention and Visitors Authority

28 Day Motel Statistics - Year To Date

March 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	78,594	78,555	39	0.0%	79,554	(960)	-1.2%
Comp	31	48	(17)	-35.4%	48	(17)	-35.4%
28 Day	636,015	668,091	(32,076)	-4.8%	675,158	(39,143)	-5.8%
Total Occupied Rooms	714,640	746,694	(32,054)	-4.3%	754,760	(40,120)	-5.3%
Vacant	427,693	442,344	(14,651)	-3.3%	419,467	8,226	2.0%
Total Available Rooms	1,142,333	1,189,038	(46,705)	-3.9%	1,174,227	(31,894)	-2.7%
Percentage of Occupancy							
Cash	6.9%	6.6%	0.3	4.5%	6.8%	0.1	1.5%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	55.7%	56.2%	(0.5)	-0.9%	57.5%	(1.8)	-3.1%
Total Occupancy Percentage	62.6%	62.8%	(0.2)	-0.3%	64.3%	(1.7)	-2.6%
Vacant	37.4%	37.2%	0.2	0.5%	35.7%	1.7	4.8%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$2,045,019	\$2,087,189	(\$42,170)	-2.0%	\$2,124,071	(\$79,052)	-3.7%
Comp	\$450	\$2,482	(\$2,032)	-81.9%	\$2,483	(\$2,033)	-81.9%
28 Day	\$11,520,063	\$12,519,388	(\$999,325)	-8.0%	\$12,671,594	(\$1,151,531)	-9.1%
Total Revenue	\$13,565,532	\$14,609,059	(\$1,043,527)	-7.1%	\$14,798,148	(\$1,232,616)	-8.3%
Average Rates							
Cash	\$26.02	\$26.57	(\$0.55)	-2.1%	\$26.70	(\$0.68)	-2.5%
Comp	\$14.52	\$51.71	(\$37.19)	-71.9%	\$51.73	(\$37.21)	-71.9%
28 Day	\$18.11	\$18.74	(\$0.63)	-3.4%	\$18.77	(\$0.66)	-3.5%

Reno-Sparks Convention and Visitors Authority

RV Park Statistics - Year To Date

March 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	48,387	45,510	2,877	6.3%	45,965	2,422	5.3%
Comp	747	943	(196)	-20.8%	943	(196)	-20.8%
28 Day	195,267	205,810	(10,543)	-5.1%	205,816	(10,549)	-5.1%
Total Occupied Rooms	244,401	252,263	(7,862)	-3.1%	252,724	(8,323)	-3.3%
Vacant	239,073	231,395	7,678	3.3%	229,571	9,502	4.1%
Total Available Rooms	483,474	483,658	(184)	0.0%	482,295	1,179	0.2%
Percentage of Occupancy							
Cash	10.0%	9.4%	0.6	6.4%	9.5%	0.5	5.3%
Comp	0.2%	0.2%	-	0.0%	0.2%	-	0.0%
28 Day	40.4%	42.6%	(2.2)	-5.2%	42.7%	(2.3)	-5.4%
Total Occupancy Percentage	50.6%	52.2%	(1.6)	-3.1%	52.4%	(1.8)	-3.4%
Vacant	49.4%	47.8%	1.6	3.3%	47.6%	1.8	3.8%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$1,514,484	\$1,429,513	\$84,971	5.9%	\$1,449,759	\$64,725	4.5%
Comp	\$19,600	\$25,168	(\$5,568)	-22.1%	\$25,167	(\$5,567)	-22.1%
28 Day	\$2,498,788	\$2,682,740	(\$183,952)	-6.9%	\$2,684,265	(\$185,477)	-6.9%
Total Revenue	\$4,032,872	\$4,137,421	(\$104,549)	-2.5%	\$4,159,191	(\$126,319)	-3.0%
Average Rates							
Cash	\$31.30	\$31.41	(\$0.11)	-0.4%	\$31.54	(\$0.24)	-0.8%
Comp	\$26.24	\$26.69	(\$0.45)	-1.7%	\$26.69	(\$0.45)	-1.7%
28 Day	\$12.80	\$13.04	(\$0.24)	-1.8%	\$13.04	(\$0.24)	-1.8%

Reno-Sparks Convention and Visitors Authority

Vacation Rental Statistics - Year To Date

March 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	13,439	15,481	(2,042)	-13.2%	15,636	(2,197)	-14.1%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	54,591	47,279	7,312	15.5%	47,279	7,312	15.5%
Total Occupied Rooms	68,030	62,760	5,270	8.4%	62,915	5,115	8.1%
Vacant	100,814	109,312	(8,498)	-7.8%	106,353	(5,539)	-5.2%
Total Available Rooms	168,844	172,072	(3,228)	-1.9%	169,268	(424)	-0.3%
Percentage of Occupancy							
Cash	8.0%	9.0%	(1.0)	-11.1%	9.2%	(1.2)	-13.0%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	32.3%	27.5%	4.8	17.5%	27.9%	4.4	15.8%
Total Occupancy Percentage	40.3%	36.5%	3.8	10.4%	37.2%	3.1	8.3%
Vacant	59.7%	63.5%	(3.8)	-6.0%	62.8%	(3.1)	-4.9%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$4,356,896	\$3,998,183	\$358,713	9.0%	\$4,059,068	\$297,828	7.3%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$2,460,547	\$2,266,246	\$194,301	8.6%	\$2,266,247	\$194,300	8.6%
Total Revenue	\$6,817,443	\$6,264,429	\$553,014	8.8%	\$6,325,315	\$492,128	7.8%
Average Rates							
Cash	\$324.20	\$258.26	\$65.94	25.5%	\$259.60	\$64.60	24.9%
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$45.07	\$47.93	(\$2.86)	-6.0%	\$47.93	(\$2.86)	-6.0%

Reno-Sparks Convention and Visitors Authority

Timeshare Statistics - Year To Date

March 2011

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Occupied Rooms							
Cash	39,181	40,440	(1,259)	-3.1%	41,313	(2,132)	-5.2%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	-	-	-	0.0%	-	-	0.0%
Total Occupied Rooms	39,181	40,440	(1,259)	-3.1%	41,313	(2,132)	-5.2%
Vacant	114,927	113,000	1,927	1.7%	106,765	8,162	7.6%
Total Available Rooms	154,108	153,440	668	0.4%	148,078	6,030	4.1%
Percentage of Occupancy							
Cash	25.4%	26.4%	(1.0)	-3.8%	27.9%	(2.5)	-9.0%
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	25.4%	26.4%	(1.0)	-3.8%	27.9%	(2.5)	-9.0%
Vacant	74.6%	73.6%	1.0	1.4%	72.1%	2.5	3.5%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$1,237,452	\$1,121,446	\$116,006	10.3%	\$1,155,887	\$81,565	7.1%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
Total Revenue	\$1,237,452	\$1,121,446	\$116,006	10.3%	\$1,155,887	\$81,565	7.1%
Average Rates							
Cash	\$31.58	\$27.73	\$3.85	13.9%	\$27.98	\$3.60	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
March 2011**

Current Month Actual March 2011	Last Year Actual March 2010			Tax District	Year To Date Actual July 2010 - March 2011	Last Year - Year To Date Actual July 2009 - March 2010		
	Amount	Amount	Increase (Decrease) % Percent			Amount	Amount	Increase (Decrease) % Percent
9,093,644	10,380,983	(1,287,339)	-12.4%	Reno B	83,487,401	84,728,229	(1,240,828)	-1.5%
5,181,914	6,091,953	(910,039)	-14.9%	Reno D	46,905,495	49,458,440	(2,552,945)	-5.2%
47,678	52,606	(4,927)	-9.4%	Reno E	548,360	603,064	(54,703)	-9.1%
14,323,237	16,525,542	(2,202,305)	-13.3%	Total Reno	130,941,256	134,789,732	(3,848,476)	-2.9%
12,961	15,028	(2,067)	-13.8%	Washoe A	188,426	210,541	(22,115)	-10.5%
1,501,956	1,431,763	70,193	4.9%	Washoe B	22,827,793	21,742,538	1,085,255	5.0%
1,514,917	1,446,791	68,126	4.7%	Total Washoe Co.	23,016,219	21,953,079	1,063,140	4.8%
1,718,174	1,694,991	23,183	1.4%	Sparks	17,251,007	18,079,996	(828,989)	-4.6%
17,556,328	19,667,324	(2,110,996)	-10.7%	Total Taxable Revenue	171,208,482	174,822,807	(3,614,325)	-2.1%

<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