

CARSON CITY VISITORS BUREAU TRANSIENT LODGING REPORT JULY 2015



Jul-15		
TRAILING TWELVE		
2015	2014	+ / -
\$ 15,407,157.85	\$ 14,022,579.04	9.87%

Y-T-D		
ROOM REVENUE		
2015	2014	+ / -
\$ 9,090,817.06	\$ 8,265,264.66	9.99%

Jul-15								
	ROOM TAX REVENUE				AVERAGE DAILY RATE			
	2015	2014	+ / -	+ / -	2015	2014	+ / -	+ / -
TOP 5	\$ 1,154,586.12	\$ 1,111,374.64	\$ 43,211.48	3.9%	\$ 95.66	\$ 86.71	\$ 8.95	10.3%
TOP 13	\$ 1,781,785.47	\$ 1,685,679.24	\$ 96,106.23	5.7%	\$ 76.25	\$ 72.26	\$ 4.00	5.5%
RV	\$ 50,966.01	\$ 50,413.11	\$ 552.90	1.1%	\$ 35.10	\$ 39.08	\$ (3.98)	-10.2%
REMAINING	\$ 42,578.76	\$ 69,502.23	\$ (26,923.47)	-38.7%	\$ 34.28	\$ 32.33	\$ 1.96	6.1%
TOTAL	\$ 1,875,330.24	\$ 1,805,594.58	\$ 69,735.66	3.86%	\$ 71.96	\$67.45	\$ 4.51	6.7%

Jul-15				
	Available Rooms	Occupied Rooms	Occupancy	
	2015	2015	2015	2014
TOP 5	15,593	12,070	77.4%	71.3%
TOP 13	34,627	23,367	67.5%	66.2%
RV	5,440	1,452	26.7%	15.3%
REMAINING	4,546	1,242	27.3%	16.2%
28+ DAY	N/A	18,492	N/A	N/A
TOTAL	44,613	26,061	58.42%	46.98%

Jul-15				
	ROOM REVENUE			
	2015	2014	+ / -	+ / -
Carson City	\$ 1,875,330.24	\$ 1,805,594.58	\$ 69,735.66	3.9%
Reno	\$ 31,228,231.00	\$ 30,292,027.00	\$ 936,204.00	3.1%
Douglas - Valley	\$ 1,071,178.00	\$ 1,097,578.00	\$ (26,400.00)	-2.4%
Douglas - Tahoe	\$ 6,624,721.00	\$ 6,871,301.00	\$ (246,580.00)	-3.6%
Virginia City	\$ 16,562.66	\$ 23,544.41	\$ (6,981.75)	-29.7%