

CARSON CITY VISITORS BUREAU
 TRANSIENT LODGING REPORT
 JANUARY 2016



JANUARY 2016		
TRAILING TWELVE		
2016	2015	+ / -
\$ 16,121,917.86	\$ 14,664,063.93	9.94%

CARSON CITY VISITORS BUREAU				
ROOM REVENUE				
	2016	2015	Dollar + / -	Percent + / -
Calendar Year	\$ 925,086.93	\$ 841,454.48	\$ 83,632.45	9.94%
FY(Jul - Jan)	\$ 9,747,885.52	\$ 8,963,389.85	\$ 784,495.67	8.75%

CARSON CITY VISITORS BUREAU				
ROOM REVENUE				
	2015	2014	Dollar + / -	Percent + / -
Calendar Year	\$ 841,454.48	\$ 758,996.00	\$ 82,458.48	10.86%
FY(Jul - Jan)	\$ 8,963,389.85	\$ 8,192,553.32	\$ 770,836.53	9.41%

CARSON CITY VISITORS BUREAU				
ROOM REVENUE				
	2016	2014	Dollar + / -	Percent + / -
Calendar Year	\$ 925,086.93	\$ 758,996.00	\$ 166,090.93	21.88%
FY(Jul - Jan)	\$ 9,747,885.52	\$ 8,192,553.32	\$ 1,555,332.20	18.98%

JANUARY 2016								
	ROOM TAX REVENUE				AVERAGE DAILY RATE			
	2016	2015	Dollar + / -	Percent + / -	2016	2015	Dollar + / -	Percent + / -
TOP 5	\$ 622,030.75	\$ 582,511.78	\$ 39,518.97	6.8%	\$ 90.53	\$ 78.22	\$ 12.31	15.7%
TOP 13	\$ 909,428.96	\$ 804,761.05	\$ 104,667.91	13.0%	\$ 65.93	\$ 61.24	\$ 4.69	7.7%
RV	\$ 3,276.95	\$ 5,072.48	\$ (1,795.53)	-35.4%	\$ 28.50	\$ 28.50	\$ (0.00)	0.0%
REMAINING	\$ 12,381.02	\$ 31,620.95	\$ (19,239.93)	-60.8%	\$ 37.86	\$ 28.67	\$ 9.19	32.1%
TOTAL	\$ 925,086.93	\$ 841,454.48	\$ 83,632.45	9.94%	\$ 64.98	\$ 58.34	\$ 6.64	11.38%

JANUARY 2016						
	Available	Occupied	Occupancy	Available	Occupied	Occupancy
	2016	2016	2016	2015	2015	2015
TOP 5	15,499	6,871	44.3%	15,238	7,447	48.9%
TOP 13	32,734	13,794	42.1%	32,524	13,142	40.4%
RV	5,806	115	2.0%	6,757	178	2.6%
REMAINING	4,502	327	7.3%	7,057	1,103	15.6%
28+ DAY	N/A	17,025	N/A	N/A	N/A	N/A
TOTAL	43,042	14,236	33.07%	46,338	14,423	31.13%

JANUARY 2016				
RevPar				
	2016	2015	Dollar + / -	Percent + / -
TOP 5	\$ 40.13	\$ 38.23	\$ 1.91	5.0%
TOP 13	\$ 27.78	\$ 24.74	\$ 3.04	12.3%
RV	\$ 0.56	\$ 0.75	\$ (0.19)	-24.8%
REMAINING	\$ 2.75	\$ 4.48	\$ (1.73)	-38.6%
TOTAL	\$ 21.49	\$ 18.16	\$ 3.33	18.4%

CY YTD				
ROOM REVENUE				
	2016	2015	Dollar + / -	Percent + / -
Carson City	\$ 925,086.93	\$ 841,454.48	\$ 83,632.45	9.94%
Douglas - Valley	\$ 588,836.00	\$ 539,778.00	\$ 49,058.00	9.09%
Reno (CY)	\$ 19,286,992.00	\$ 18,425,487.00	\$ 861,505.00	4.68%
Douglas - Tahoe	\$ 5,415,937.00	\$ 5,283,247.00	\$ 132,690.00	2.51%
Virginia City	\$ 7,014.74	\$ 7,540.95	\$ (526.21)	-6.98%

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