

CARSON CITY VISITORS BUREAU
 TRANSIENT LODGING REPORT
 FEBRUARY 2016



CARSON CITY VISITORS BUREAU				
ROOM REVENUE				
	2016	2015	Dollar + / -	Percent + / -
Calendar Year	\$ 1,914,708.45	\$ 1,826,134.44	\$ 88,574.01	4.85%
FY(Jul - Feb)	\$ 10,777,424.09	\$ 9,948,069.81	\$ 829,354.28	8.34%

CARSON CITY VISITORS BUREAU		
TRAILING TWELVE		
2016	2015	+ / -
\$ 16,166,776.47	\$ 14,848,836.24	8.88%

CARSON CITY VISITORS BUREAU				
ROOM REVENUE				
	2015	2014	Dollar + / -	Percent + / -
Calendar Year	\$ 1,826,134.44	\$ 1,558,903.65	\$ 267,230.79	17.14%
FY(Jul - Feb)	\$ 9,948,069.81	\$ 8,992,460.97	\$ 955,608.84	10.63%

CARSON CITY VISITORS BUREAU		
TRAILING TWELVE		
2016	2014	+ / -
\$ 16,166,776.47	\$ 13,284,343.27	21.70%

CARSON CITY VISITORS BUREAU				
ROOM REVENUE				
	2016	2014	Dollar + / -	Percent + / -
Calendar Year	\$ 1,914,708.45	\$ 1,558,903.65	\$ 355,804.80	22.82%
FY(Jul - Feb)	\$ 10,777,424.09	\$ 8,992,460.97	\$ 1,784,963.12	19.85%

FEBRUARY 2016								
	ROOM TAX REVENUE				AVERAGE DAILY RATE			
	2016	2015	Dollar + / -	Percent + / -	2016	2015	Dollar + / -	Percent + / -
TOP 5	\$ 669,139.85	\$ 706,417.33	\$ (37,277.48)	-5.3%	\$ 91.45	\$ 86.66	\$ 4.79	5.5%
TOP 13	\$ 958,524.20	\$ 948,410.55	\$ 10,113.65	1.1%	\$ 67.70	\$ 62.30	\$ 5.40	8.7%
RV	\$ 5,719.03	\$ 6,070.52	\$ (351.49)	-5.8%	\$ 24.65	\$ 31.29	\$ (6.64)	-21.2%
REMAINING	\$ 20,952.85	\$ 30,198.89	\$ (9,246.04)	-30.6%	\$ 36.25	\$ 30.60	\$ 5.65	18.5%
TOTAL	\$ 985,196.08	\$ 984,679.96	\$ 516.12	0.05%	\$ 65.82	\$ 60.02	\$ 5.79	9.65%

FEBRUARY 2016									
	Available	Occupied	Occupancy	Available	Occupied	Occupancy	Available	Occupied	Occupancy
	2016	2016	2016	2015	2015	2015	2014	2014	2014
TOP 5	14,722	7,317	49.7%	13,717	8,152	59.4%	16,240	7,263	44.7%
TOP 13	31,659	14,159	44.7%	28,750	15,224	53.0%	30,749	12,316	40.1%
RV	5,473	232	4.2%	3,747	194	5.2%	8,216	89	1.1%
REMAINING	4,527	578	12.8%	4,591	987	21.5%	12,729	1,620	12.7%
28+ DAY	N/A	18,366	N/A	N/A	17,007	N/A	N/A	N/A	N/A
TOTAL	41,659	14,969	35.93%	37,088	16,405	44.23%	51,694	15,757	31.13%

FEBRUARY 2016									
RevPar									
	2016	2015	Dollar + / -	Percent + / -	2016	2014	Dollar + / -	Percent + / -	
TOP 5	\$ 45.45	\$ 51.50	\$ (6.05)	-11.7%	\$ 45.45	\$ 35.26	\$ 10.19	28.9%	
TOP 13	\$ 30.28	\$ 32.99	\$ (2.71)	-8.2%	\$ 30.28	\$ 24.65	\$ 5.63	22.8%	
RV	\$ 1.04	\$ 1.62	\$ (0.58)	-35.5%	\$ 1.04	\$ 0.34	\$ 0.70	207.3%	
REMAINING	\$ 4.63	\$ 6.58	\$ (1.95)	-29.6%	\$ 4.63	\$ 3.02	\$ 1.61	53.1%	
TOTAL	\$ 23.65	\$ 26.55	\$ (2.90)	-10.9%	\$ 23.65	\$ 15.47	\$ 8.18	52.8%	

CY YTD				
ROOM REVENUE				
	2016	2015	Dollar + / -	Percent + / -
Carson City	\$ 1,914,708.45	\$ 1,826,134.44	\$ 88,574.01	4.85%
Virginia City	\$ 117,528.05	\$ 122,618.45	\$ (5,090.40)	-4.15%
Reno			\$ -	#DIV/0!
Douglas - Valley			\$ -	#DIV/0!
Douglas - Tahoe			\$ -	#DIV/0!

22.82% 2016/2014 Non-LCB Years