



February 8, 2016

To: CCVB Board of Directors
From: Joel Dunn
Executive Directors Report

1. Visitors Center Activity

CCVB VISITOR STORE GUESTS		
10/29/14	to 1/12/15	3,668
1/13/15	to 3/9/15	2,754
3/10/15	to 4/6/15	2,450
4/7/15	to 5/6/15	1,694
5/7/15	to 6/2/15	1,813
6/3/15	to 7/21/15	2,751
7/22/15	to 8/31/15	4,314
9/1/15	to 10/1/15	3,200
10/2/15	to 10/31/15	2,413
11/1/15	to 12/14/15	1,953
12/14/15	to 1/18/16	917
1/18/16	to 2/8/16	667
Total Visitors		28,594

CARSON CITY VISITORS BUREAU
 TRANSIENT LODGING REPORT
 DECEMBER 2015



DECEMBER 2015		
TRAILING TWELVE		
2015	2014	+ / -
\$ 16,038,285.41	\$ 14,581,605.45	9.99%

YTD				
ROOM REVENUE				
	2015	2014	Dollar + / -	Percent + / -
Calendar Year	\$ 16,038,285.41	\$ 14,581,605.45	\$ 1,456,679.96	9.99%
FY (Nov - Dec)	\$ 8,822,798.59	\$ 8,121,935.37	\$ 700,863.22	8.63%

DECEMBER 2015								
	ROOM TAX REVENUE				AVERAGE DAILY RATE			
	2015	2014	Dollar + / -	Percent + / -	2015	2014	Dollar + / -	Percent + / -
TOP 5	\$ 752,326.77	\$ 597,430.56	\$ 154,896.21	25.9%	\$ 89.41	\$ 74.17	\$ 15.24	20.6%
TOP 13	\$ 1,116,883.44	\$ 884,799.01	\$ 232,084.43	26.2%	\$ 67.18	\$ 62.39	\$ 4.78	7.7%
RV	\$ 3,252.33	\$ 2,198.38	\$ 1,053.95	47.9%	\$ 31.27	\$ 28.93	\$ 2.35	8.1%
REMAINING	\$ 12,245.29	\$ 29,286.88	\$ (17,041.59)	-58.2%	\$ 43.89	\$ 28.41	\$ 15.48	54.5%
TOTAL	\$ 1,132,381.06	\$ 916,284.27	\$ 216,096.79	23.58%	\$ 66.58	\$ 59.93	\$ 6.64	11.08%

DECEMBER 2015				
	RevPar			
	2015	2014	Dollar + / -	Percent + / -
TOP 5	\$ 48.48	\$ 33.40	\$ 15.08	45.2%
TOP 13	\$ 32.39	\$ 25.75	\$ 6.64	25.8%
RV	\$ 0.58	\$ 0.25	\$ 0.33	130.7%
REMAINING	\$ 3.35	\$ 2.59	\$ 0.76	29.4%
TOTAL	\$ 25.88	\$ 16.84	\$ 9.05	53.7%

DECEMBER 2015						
	Available	Occupied	Occupancy	Available	Occupied	Occupancy
	2015	2015	2015	2014	2014	2014
TOP 5	15,518	8,414	54.2%	17,887	8,055	45.0%
TOP 13	34,484	16,626	48.2%	34,357	14,181	41.3%
RV	5,609	104	1.9%	8,747	76	0.9%
REMAINING	3,657	279	7.6%	11,315	1,031	9.1%
28+ DAY	N/A	15,591	N/A	N/A	N/A	N/A
TOTAL	43,750	17,009	38.88%	54,419	15,288	28.09%

FY YTD				
ROOM REVENUE				
	2015	2014	Dollar + / -	Percent + / -
Reno (CY)	\$ 166,699,265.00	\$ 143,859,797.00	\$ 22,839,468.00	15.88%
Douglas - Tahoe	\$ 3,506,345.00	\$ 3,030,277.00	\$ 476,068.00	15.71%
Douglas - Valley	\$ 607,319.00	\$ 558,703.00	\$ 48,616.00	8.70%
Carson City	\$ 8,822,798.59	\$ 8,121,935.37	\$ 700,863.22	8.63%
Virginia City	\$ 106,107.56	\$ 101,145.59	\$ 4,961.97	4.91%

2015 Report

Nov Report

Nov Report

Dec Report

Dec Report

CARSON CITY VISITORS BUREAU				
ROOM REVENUE				
	2015	2014	Dollar + / -	Percent + / -
Calendar Year	\$ 16,038,285.41	\$ 14,581,605.45	\$ 1,456,679.96	9.99%
FY (Nov - Dec)	\$ 8,822,798.59	\$ 8,121,935.37	\$ 700,863.22	8.63%

CARSON CITY VISITORS BUREAU				
ROOM REVENUE				
	2014	2013	Dollar + / -	Percent + / -
Calendar Year	\$ 14,581,605.45	\$ 13,774,411.63	\$ 807,193.82	5.86%
FY (Nov - Dec)	\$ 8,121,935.37	\$ 7,433,557.32	\$ 688,378.05	9.26%

CARSON CITY VISITORS BUREAU				
ROOM REVENUE				
	2015	2013	Dollar + / -	Percent + / -
Calendar Year	\$ 16,038,285.41	\$ 13,774,411.63	\$ 2,263,873.78	16.44%
FY (Nov - Dec)	\$ 8,822,798.59	\$ 7,433,557.32	\$ 1,389,241.27	18.69%