

CARSON CITY VISITORS BUREAU TRANSIENT LODGING REPORT MARCH 2016



CARSON CITY VISITORS BUREAU				
ROOM REVENUE				
	2016	2015	Dollar + / -	Percent + / -
Calendar Year	\$ 2,883,482.60	\$ 2,948,919.61	\$ (65,437.01)	-2.22%
FY(Jul - Mar)	\$ 11,746,198.24	\$ 11,070,854.98	\$ 675,343.26	6.10%

CARSON CITY VISITORS BUREAU		
TRAILING TWELVE		
2016	2015	+ / -
\$ 16,012,765.45	\$ 15,072,141.46	6.24%

CARSON CITY VISITORS BUREAU				
ROOM REVENUE				
	2015	2014	Dollar + / -	Percent + / -
Calendar Year	\$ 2,948,919.61	\$ 2,458,383.60	\$ 490,536.01	19.95%
FY(Jul - Mar)	\$ 11,070,854.98	\$ 9,891,940.92	\$ 1,178,914.06	11.92%

CARSON CITY VISITORS BUREAU		
TRAILING TWELVE		
2016	2014	+ / -
\$ 16,012,765.45	\$ 13,899,158.83	15.21%

CARSON CITY VISITORS BUREAU				
ROOM REVENUE				
	2016	2014	Dollar + / -	Percent + / -
Calendar Year	\$ 2,883,482.60	\$ 2,458,383.60	\$ 425,099.00	17.29%
FY(Jul - Mar)	\$ 11,746,198.24	\$ 9,891,940.92	\$ 1,854,257.32	18.75%

MARCH 2016								
	ROOM TAX REVENUE				AVERAGE DAILY RATE			
	2016	2015	Dollar + / -	Percent + / -	2016	2015	Dollar + / -	Percent + / -
TOP 5	\$ 678,546.28	\$ 801,456.27	\$ (122,909.99)	-15.3%	\$ 88.68	\$ 85.87	\$ 2.80	3.3%
TOP 13	\$ 945,080.16	\$ 1,084,026.87	\$ (138,946.71)	-12.8%	\$ 65.62	\$ 62.31	\$ 3.31	5.3%
RV	\$ 13,228.99	\$ 11,394.94	\$ 1,834.05	16.1%	\$ 30.69	\$ 32.28	\$ (1.59)	-4.9%
REMAINING	\$ 10,465.00	\$ 27,363.36	\$ (16,898.36)	-61.8%	\$ 33.87	\$ 25.34	\$ 8.53	33.7%
TOTAL	\$ 968,774.15	\$ 1,122,785.17	\$ (154,011.02)	-13.72%	\$ 64.72	\$ 68.44	\$ (3.72)	-5.44%

MARCH 2016						
	Available	Occupied	Occupancy	Available	Occupied	Occupancy
	2016	2016	2016	2015	2015	2015
TOP 5	15,501	7,652	49.4%	15,159	9,333	61.6%
TOP 13	33,735	14,402	42.7%	31,369	17,396	55.5%
RV	6,325	431	6.8%	4,467	353	7.9%
REMAINING	3,394	309	9.1%	4,605	1,080	23.5%
28+ DAY	N/A	14,298	N/A	N/A	19,139	N/A
TOTAL	40,325	14,969	37.12%	37,088	16,405	44.23%

MARCH 2016					
RevPar					
	2016	2015	Dollar + / -	Percent + / -	2016
TOP 5	\$ 43.77	\$ 52.87	\$ (9.10)	-17.2%	\$ 43.77
TOP 13	\$ 28.01	\$ 34.56	\$ (6.54)	-18.9%	\$ 28.01
RV	\$ 2.09	\$ 2.55	\$ (0.46)	-18.0%	\$ 2.09
REMAINING	\$ 3.08	\$ 5.94	\$ (2.86)	-48.1%	\$ 3.08
TOTAL	\$ 24.02	\$ 30.27	\$ (6.25)	-20.6%	\$ 24.02