

CARSON CITY VISITORS BUREAU TRANSIENT LODGING REPORT

March 2017



March 2017									
	ROOM REVENUE				REVENUE	AVERAGE DAILY RATE			
	2017	2016	Dollar + / -	Percent + / -	2015	2017	2016	Dollar + / -	Percent + / -
TOP 5	\$ 1,041,501.19	\$ 678,546.28	\$ 362,954.91	53.5%	\$ 801,456.27	\$ 96.66	\$ 88.68	\$ 7.98	9.0%
TOP 13	\$ 1,464,789.93	\$ 945,080.16	\$ 519,709.77	55.0%	\$ 1,084,026.87	\$ 71.97	\$ 65.62	\$ 6.35	9.7%
RV	\$ 10,796.97	\$ 13,228.99	\$ (2,432.02)	-18.4%	\$ 11,394.94	\$ 33.32	\$ 30.69	\$ 2.63	8.6%
REMAINING	\$ 17,425.49	\$ 10,465.00	\$ 6,960.49	66.5%	\$ 27,363.36				
TOTAL	\$ 1,493,012.39	\$ 968,774.15	\$ 524,238.24	54.11%	\$ 1,122,785.17				

CARSON CITY VISITORS BUREAU ROOM REVENUE				
	2017	2016	Dollar + / -	Percent + / -
Calendar Year	\$ 3,623,762.52	\$ 2,883,482.60	\$ 740,279.92	25.67%
FY(Jul - Jun)	\$ 13,336,012.26	\$ 11,746,198.24	\$ 1,589,814.02	13.53%

CARSON CITY VISITORS BUREAU TRAILING TWELVE		
2017	2016	+ / -
\$ 17,949,324.00	\$ 16,012,765.45	12.09%

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 - Jun)	\$ 11,746,198.24	\$ 11,070,854.98	\$ 675,343.26	6.10%

CARSON CITY VISITORS BUREAU TRAILING TWELVE		
2017	2015	+ / -
\$ 17,949,324.00	\$ 15,072,141.46	19.09%

CARSON CITY VISITORS BUREAU ROOM REVENUE				
	2017	2015	Dollar + / -	Percent + / -
Calendar Year	\$ 3,623,762.52	\$ 2,948,919.61	\$ 674,842.91	22.88%
FY(Jul - Jun)	\$ 13,336,012.26	\$ 11,070,854.98	\$ 2,265,157.28	20.46%

March 2017 RevPar				
	2017	2016	Dollar + / -	Percent + / -
TOP 5	\$ 68.59	\$ 43.77	\$ 24.81	56.7%
TOP 13	\$ 46.50	\$ 28.01	\$ 18.49	66.0%
RV	\$ 3.95	\$ 2.09	\$ 1.85	88.7%
REMAINING	\$ 5.92	\$ 3.08	\$ 2.84	92.1%
TOTAL	\$ 40.16	\$ 22.29	\$ 17.87	80.1%

March 2017						
	Available	Occupied	Occupancy	Available	Occupied	Occupancy
	2017	2017	2017	2016	2016	2016
TOP 5	15,185	10,775	71.0%	15,501	7,652	49.4%
TOP 13	31,499	20,353	64.6%	33,735	14,402	42.7%
RV	2,736	324	11.8%	6,325	431	6.8%
REMAINING	2,942	516	17.5%	3,394	309	9.1%
28+ DAY	N/A	37,115	N/A	N/A	14,298	N/A
TOTAL	37,177	21,193	57.01%	43,454	15,142	34.8%