

**CARSON CITY CULTURE & TOURISM AUTHORITY
ECONOMIC IMPACT REPORT
2016/17 CALENDAR YEAR COMPARISON**



CARSON CITY LODGING PROPERTIES - ROOM REVENUE				
	2017 ROOM REVENUE	2016 ROOM REVENUE	TOTAL +/-	PERCENT +/-
TOP 5 Properties	\$ 14,273,856.27	\$ 11,121,751.80	\$ 3,152,104.47	28.34%
TOP 6-13 Properties	\$ 6,809,967.64	\$ 5,431,020.67	\$ 1,378,946.97	25.39%
RV	\$ 319,957.35	\$ 309,048.51	\$ 10,908.84	3.53%
Remaining Properties	\$ 434,024.99	\$ 350,413.10	\$ 83,611.89	23.86%
TOTAL	\$ 21,837,806.25	\$ 17,212,234.08	\$ 4,625,572.17	26.87%

CARSON CITY LODGING PROPERTIES - ROOM NIGHTS				
	2017 ROOM NIGHTS	2016 ROOM NIGHTS	TOTAL +/-	PERCENT +/-
TOP 5 Properties	133,567	113,131	20,436	18.06%
TOP 6-13 Properties	121,272	96,972	24,300	25.06%
RV	9,294	9,032	262	2.90%
Remaining Properties	8,075	6,850	1,225	17.88%
TOTAL	272,208	225,985	46,223	20.45%

VISITORS STAYING IN CARSON CITY LODGING PROPERTIES				
	* 2017 VISITORS	* 2016 VISITORS	TOTAL +/-	PERCENT +/-
TOP 5 Properties	281,826.37	238,706.41	43,120.0	18.06%
TOP 6-13 Properties	255,883.92	204,610.92	51,273.0	25.06%
RV	19,610.34	19,057.52	552.8	2.90%
Remaining Properties	17,038.25	14,454.25	2,584.0	17.88%
TOTAL	574,358.88	476,829.10	97,529.8	20.45%

*2.11 VISITOR PER PARTY - 2016 TRAVEL NEVADA RESEARCH - TNS VISITOR STUDY - TRAVELNEVADA.BIZ

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VISITOR SPENDING FOR GUESTS STAYING IN CARSON CITY LODGING PROPERTIES (INCLUDES LODGING)				
	** 2017 VISITOR SPENDING	** 2016 VISITOR SPENDING	TOTAL +/-	PERCENT +/-
TOTAL	\$ 85,005,114	\$ 70,570,707	\$ 14,434,407	20.5%

** \$148 PER VISITOR PER DAY - 2016 TRAVEL NEVADA RESEARCH - TNS VISITOR STUDY - TRAVELNEVADA.BIZ

VISITOR SPENDING FOR GUESTS STAYING IN CARSON CITY LODGING PROPERTIES (EXCLUDING LODGING)				
	** 2017 VISITOR SPENDING	** 2016 VISITOR SPENDING	TOTAL +/-	PERCENT +/-
TOTAL	\$ 63,167,308	\$ 53,358,473	\$ 9,808,835	18.4%

** \$148 PER VISITOR PER DAY - 2016 TRAVEL NEVADA RESEARCH - TNS VISITOR STUDY - TRAVELNEVADA.BIZ

ROOM TAX DISTRIBUTION				
	2017	2016	AMOUNT +/-	PERCENT +/-
CULTURE & TOURISM AUTHORITY	\$ 1,393,606.36	\$ 1,098,418.54	\$ 295,187.83	26.87%
V&T RAILROAD	\$ 436,714.45	\$ 344,212.26	\$ 92,502.19	26.87%
CITY OF CARSON CITY	\$ 218,358.22	\$ 172,107.13	\$ 46,251.10	26.87%
ARTS & CULTURE	\$ 218,358.22	\$ 172,107.13	\$ 46,251.10	26.87%
TRAVEL NEVADA	\$ 90,080.95	\$ 71,000.47	\$ 19,080.49	26.87%
YOUTH SPORTS ASSOCIATION	\$ 45,040.48	\$ 35,500.23	\$ 9,540.24	26.87%
TOTAL ROOM TAX	\$ 2,402,158.69	\$ 1,893,345.75	\$ 508,812.94	26.87%