



Northern Nevada Network

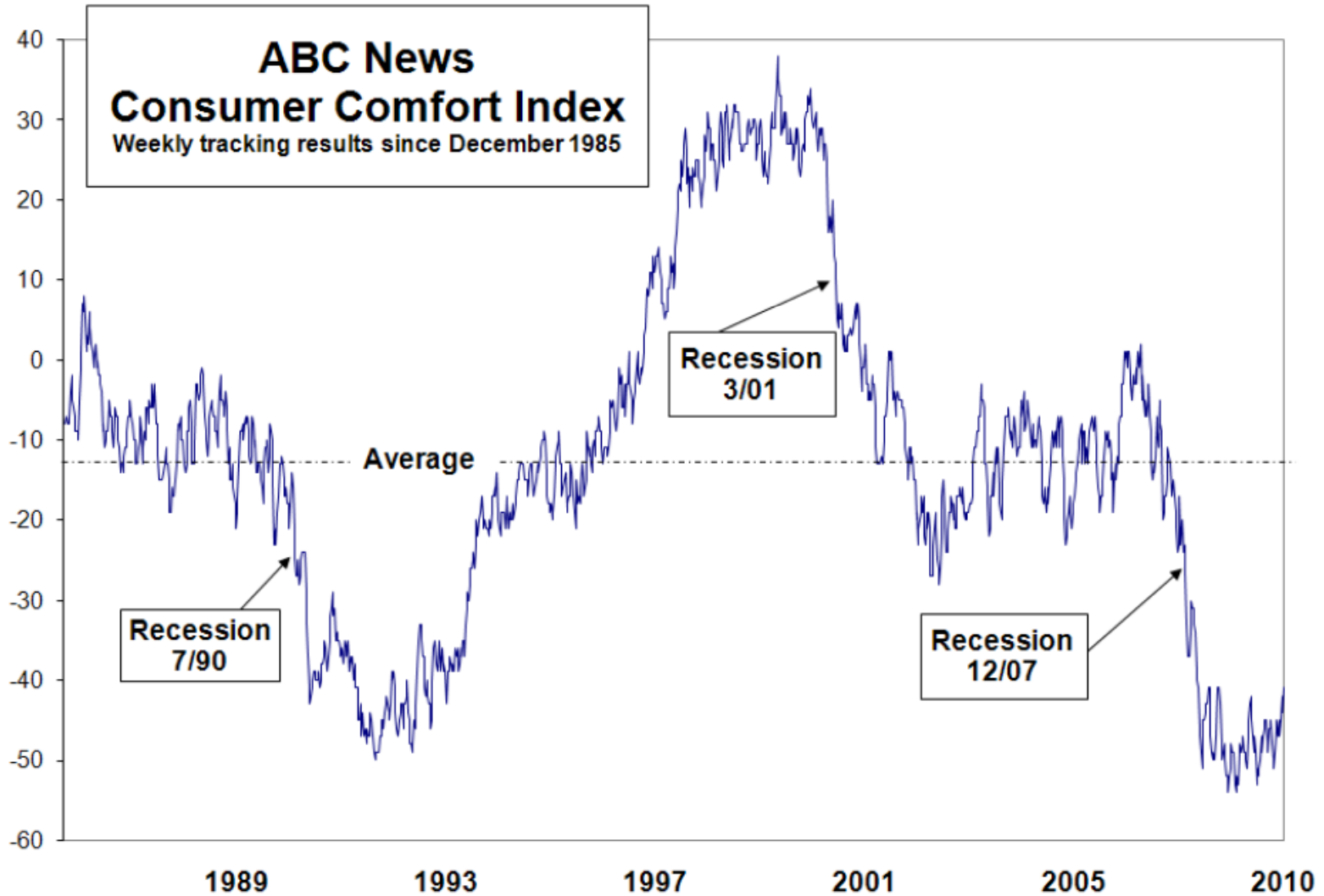
By Ellen Oppenheim  
March 24, 2010

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# It's all about confidence



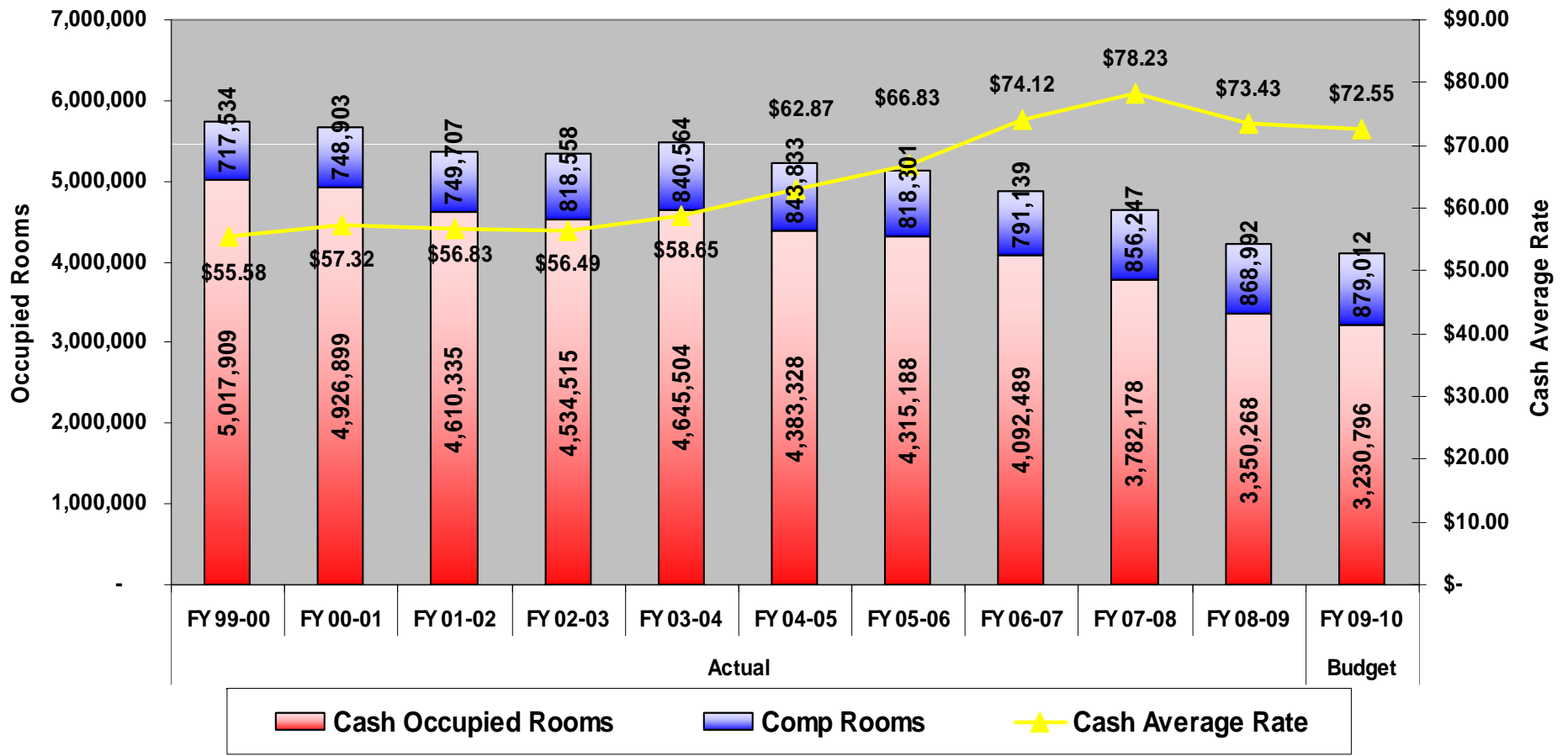


# The trends

- Travelers are staying closer to home
  - Making travel decisions closer to travel date
  - Shortening the length of a trip
  - Spending less



### Washoe County Cash and Comp Occupied Rooms And Cash Average Rate Trends



## Hotel Statistics Taxable Revenue

Location	% Change Jan- June 2008 vs. 2007	% Change July-Dec 2008 vs. 2007	% Change Jan-June 2009 vs. 2008	% Change July-Dec 2009 vs. 2008	% Change Jan- February 2010 vs. 2009
Reno-Suburban	9.8%	-7.7%	-9.8%	-3.1%	-1.7%
Reno-Downtown	-23.0%	-27.1%	-20.3%	-15.8%	-12.8%
North Lake Tahoe	-1.8%	-10.4%	-23.2%	-10.4%	-8.4%
Sparks	-9.0%	-19.2%	-30.2%	-15.7%	-11.7%
Non-Gaming	31.3%	10.5%	7.1%	14.9%	16.1%
<b>Totals</b>	<b>-6.6%</b>	<b>-15.8%</b>	<b>-15.9%</b>	<b>-8.2%</b>	<b>-5.8%</b>

