

RENO-SPARKS CONVENTION & VISITORS AUTHORITY

March 2025

Room Statistics Compared to the Prior Year

Taxable room revenues for the month of March 2025 are \$32,501,491 and above March of the prior year by \$988,239 (3.1%). Cash occupied room nights of 246,642 are above prior year by 5,971 (2.5%). Comp occupied room nights of 71,385 are above prior year by 2,958 (4.3%), and 28-day occupied room nights of 76,385 are below prior year by 16,825 (-18.1%). Total occupied rooms for the month of March 2025 (Cash, Comp, 28-day) are 7,896 (-2.0%) below the prior year.

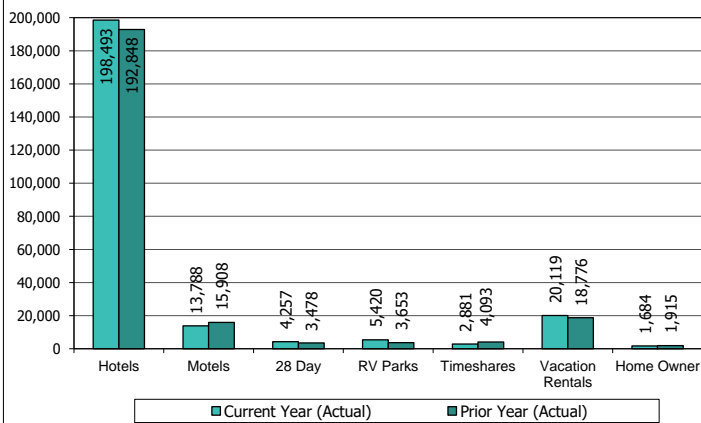
Overall, the Washoe County occupancy percentage of 57.8% for the month is 0.3% above the 57.6% level of the prior year. There were 16,352 (-2.3%) less available rooms for the month compared to the prior year.

Overall cash average rates for March 2025 of \$131.78 increased \$0.84 (0.6%), compared to \$130.94 for the prior year.

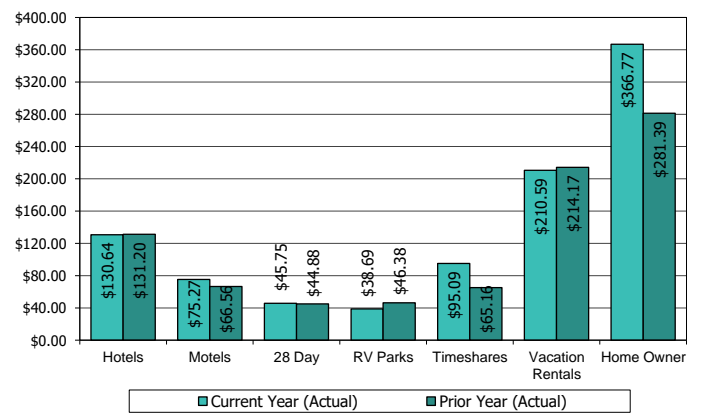
Year-to-date cash occupied room nights of 2,327,443 are 6,418 (-0.3%) below prior year. Cash average rates year-to-date of \$144.19 are \$2.96 (-2.0%) below the prior year. Year-to-date, total taxable room revenues of \$335,602,757 are (-2.3%) below prior year.

Segments	Available Rooms	Cash Occupied Rooms	Average Cash Rate		Increase (Decrease)	
			Current Year	Prior Year	\$	%
Hotels	470,039	198,493	\$130.64	\$131.20	(\$0.56)	-0.4%
Motels	33,497	13,788	\$75.27	\$66.56	\$8.71	13.1%
28 Day	61,570	4,257	\$45.75	\$44.88	\$0.87	1.9%
RV Parks	43,059	5,420	\$38.69	\$46.38	(\$7.69)	-16.6%
Timeshares	12,475	2,881	\$95.09	\$65.16	\$29.93	45.9%
Vacation Rentals	39,036	20,119	\$210.59	\$214.17	(\$3.58)	-1.7%
Home Owner	22,872	1,684	366.77	281.39	\$85.38	30.3%
Totals	682,548	246,642	\$131.78	\$130.94	\$0.84	0.6%

CASH OCCUPIED ROOM NIGHTS



AVERAGE CASH RATES



Contact:
Courtney Jaeger, CPA
Vice President of Finance
cjaeger@renotahoehouse.com
775-827-7627

Reno-Sparks Convention & Visitors Authority
P.O. Box 837
Reno, Nevada 89504-0837

Reno-Sparks Convention and Visitors Authority

Combined Room Statistics

March 2025

Description	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Taxable Room Revenues	\$32,501,491	\$31,091,329	\$1,410,162	4.5%	\$31,513,252	\$988,239	3.1%
Occupied Rooms - Cash	246,642	241,413	5,229	2.2%	240,671	5,971	2.5%
Average Rate - Cash	\$131.78	\$128.79	\$2.99	2.3%	\$130.94	\$0.84	0.6%
Occupied Rooms							
Cash	246,642	241,413	5,229	2.2%	240,671	5,971	2.5%
Comp	71,385	75,251	(3,866)	(5.1%)	68,427	2,958	4.3%
28 Day	76,385	81,433	(5,048)	(6.2%)	93,210	(16,825)	(18.1%)
Total Occupied Rooms	394,412	398,097	(3,685)	(0.9%)	402,308	(7,896)	(2.0%)
Percentage of Occupancy							
Cash	36.1%	34.9%	1.2	3.4%	34.4%	1.7	4.9%
Comp	10.5%	10.9%	(0.4)	(3.7%)	9.8%	0.7	7.1%
28 Day	11.2%	11.8%	(0.6)	(5.1%)	13.3%	(2.1)	(15.8%)
Total Percentage of Occupancy	57.8%	57.5%	0.3	0.5%	57.6%	0.2	0.3%
Market Segments							
Occupied Rooms - Cash							
Hotels	198,493	192,926	5,567	2.9%	192,848	5,645	2.9%
Motels	13,788	15,988	(2,200)	(13.8%)	15,908	(2,120)	(13.3%)
28 Day Motels	4,257	3,513	744	21.2%	3,478	779	22.4%
R.V. Parks	5,420	3,566	1,854	52.0%	3,653	1,767	48.4%
Vacation Rentals	20,119	19,741	378	1.9%	18,776	1,343	7.2%
Timehares	2,881	3,888	(1,007)	(25.9%)	4,093	(1,212)	(29.6%)
Home Owner Rentals	1,684	1,792	(108)	0.0%	1,915	(231)	0.0%
Total Occupied - Cash	246,642	241,413	5,229	2.2%	240,671	5,971	2.5%
Percentage of Occupancy - Cash							
Hotels	42.2%	40.2%	2.0	5.0%	40.3%	1.9	4.7%
Motels	41.2%	44.7%	(3.5)	(7.8%)	47.2%	(6.0)	(12.7%)
28 Day Motels	6.9%	5.0%	1.9	38.0%	5.0%	1.9	38.0%
R.V. Parks	12.6%	8.1%	4.5	55.6%	8.4%	4.2	50.0%
Vacation Rentals	51.5%	57.3%	(5.8)	(10.1%)	45.7%	5.8	12.7%
Timeshares	23.1%	34.7%	(11.6)	(33.4%)	34.0%	(10.9)	(32.1%)
Home Owner Rentals	7.4%	11.6%	(4.2)	(36.2%)	9.3%	(1.9)	(20.4%)
Total Occupancy Percentage - Cash	36.1%	34.9%	1.2	3.4%	34.4%	1.7	4.9%
Average Rates - Cash							
Hotels	\$130.64	\$129.21	\$1.43	1.1%	\$131.20	(\$0.56)	(0.4%)
Motels	\$75.27	\$66.56	\$8.71	13.1%	\$66.56	\$8.71	13.1%
28 Day Motels	\$45.75	\$44.88	\$0.87	1.9%	\$44.88	\$0.87	1.9%
R.V. Parks	\$38.69	\$46.00	(\$7.31)	(15.9%)	\$46.38	(\$7.69)	(16.6%)
Vacation Rentals	\$210.59	\$203.69	\$6.90	3.4%	\$214.17	(\$3.58)	(1.7%)
Timeshares	\$95.09	\$65.16	\$29.93	45.9%	\$65.16	\$29.93	45.9%
Home Owner Rentals	\$366.77	\$280.50	\$86.27	0.0%	\$281.39	\$85.38	30.3%
Total Cash Average Rate	\$131.78	\$128.79	\$2.99	2.3%	\$130.94	\$0.84	0.6%

Reno-Sparks Convention and Visitors Authority

Combined Room Statistics

March 2025

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	246,642	241,413	5,229	2.2%	240,671	5,971	2.5%
Comp	71,385	75,251	(3,866)	(5.1%)	68,427	2,958	4.3%
28 Day	76,385	81,433	(5,048)	(6.2%)	93,210	(16,825)	(18.1%)
Total Occupied Rooms	394,412	398,097	(3,685)	(0.9%)	402,308	(7,896)	(2.0%)
Vacant	288,136	294,298	(6,162)	(2.1%)	296,592	(8,456)	(2.9%)
Total Available Rooms	682,548	692,395	(9,847)	(1.4%)	698,900	(16,352)	(2.3%)
Percentage of Occupancy							
Cash	36.1%	34.9%	1.2	3.4%	34.4%	1.7	4.9%
Comp	10.5%	10.9%	(0.4)	(3.7%)	9.8%	0.7	7.1%
28 Day	11.2%	11.8%	(0.6)	(5.1%)	13.3%	(2.1)	(15.8%)
Total Occupancy Percentage	57.8%	57.5%	0.3	0.5%	57.6%	0.2	0.3%
Vacant	42.2%	42.5%	(0.3)	(0.7%)	42.4%	(0.2)	(0.5%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$32,501,491	\$31,091,329	\$1,410,162	4.5%	\$31,513,252	\$988,239	3.1%
Comp	\$8,969,961	\$9,659,996	(\$690,035)	(7.1%)	\$8,787,069	\$182,892	2.1%
28 Day	\$3,428,531	\$3,768,335	(\$339,804)	(9.0%)	\$4,074,483	(\$645,952)	(15.9%)
Total Revenue	\$44,899,983	\$44,519,660	\$380,323	0.9%	\$44,374,804	\$525,179	1.2%
Average Rates							
Cash	\$131.78	\$128.79	\$2.99	2.3%	\$130.94	\$0.84	0.6%
Comp	\$125.66	\$128.37	(\$2.71)	(2.1%)	\$128.42	(\$2.76)	(2.1%)
28 Day	\$44.88	\$46.28	(\$1.40)	(3.0%)	\$43.71	\$1.17	2.7%

Reno-Sparks Convention and Visitors Authority

Hotel Statistics

March 2025

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	198,493	192,926	5,567	2.9%	192,848	5,645	2.9%
Comp	71,272	75,077	(3,805)	(5.1%)	68,228	3,044	4.5%
28 Day	5,651	6,894	(1,243)	(18.0%)	6,759	(1,108)	(16.4%)
Total Occupied Rooms	275,416	274,897	519	0.2%	267,835	7,581	2.8%
Vacant	194,623	205,603	(10,980)	(5.3%)	210,969	(16,346)	(7.7%)
Total Available Rooms	470,039	480,500	(10,461)	(2.2%)	478,804	(8,765)	(1.8%)
Percentage of Occupancy							
Cash	42.2%	40.2%	2.0	5.0%	40.3%	1.9	4.7%
Comp	15.2%	15.6%	(0.4)	(2.6%)	14.2%	1.0	7.0%
28 Day	1.2%	1.4%	(0.2)	(14.3%)	1.4%	(0.2)	(14.3%)
Total Occupancy Percentage	58.6%	57.2%	1.4	2.4%	55.9%	2.7	4.8%
Vacant	41.4%	42.8%	(1.4)	(3.3%)	44.1%	(2.7)	(6.1%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$25,930,756	\$24,928,368	\$1,002,388	4.0%	\$25,302,033	\$628,723	2.5%
Comp	\$8,961,765	\$9,646,671	(\$684,906)	(7.1%)	\$8,766,265	\$195,500	2.2%
28 Day	\$619,321	\$772,217	(\$152,896)	(19.8%)	\$757,101	(\$137,780)	(18.2%)
Total Revenue	\$35,511,842	\$35,347,256	\$164,586	0.5%	\$34,825,399	\$686,443	2.0%
Average Rates							
Cash	\$130.64	\$129.21	\$1.43	1.1%	\$131.20	(\$0.56)	(0.4%)
Comp	\$125.74	\$128.49	(\$2.75)	(2.1%)	\$128.48	(\$2.74)	(2.1%)
28 Day	\$109.59	\$112.01	(\$2.42)	(2.2%)	\$112.01	(\$2.42)	(2.2%)

Reno-Sparks Convention and Visitors Authority

Motel Statistics

March 2025

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	13,788	15,988	(2,200)	(13.8%)	15,908	(2,120)	(13.3%)
Comp	-	63	(63)	(100.0%)	63	(63)	(100.0%)
28 Day	2,372	3,487	(1,115)	(32.0%)	3,487	(1,115)	(32.0%)
Total Occupied Rooms	16,160	19,538	(3,378)	(17.3%)	19,458	(3,298)	(16.9%)
Vacant	17,337	16,205	1,132	7.0%	14,262	3,075	21.6%
Total Available Rooms	33,497	35,743	(2,246)	(6.3%)	33,720	(223)	(0.7%)
Percentage of Occupancy							
Cash	41.2%	44.7%	(3.5)	(7.8%)	47.2%	(6.0)	(12.7%)
Comp	0.0%	0.2%	(0.2)	(100.0%)	0.2%	(0.2)	(100.0%)
28 Day	7.1%	9.8%	(2.7)	(27.6%)	10.3%	(3.2)	(31.1%)
Total Occupancy Percentage	48.2%	54.7%	(6.5)	(11.9%)	57.7%	(9.5)	(16.5%)
Vacant	51.8%	45.3%	6.5	14.3%	42.3%	9.5	22.5%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$1,037,826	\$1,064,131	(\$26,305)	(2.5%)	\$1,058,842	(\$21,016)	(2.0%)
Comp	\$0	\$7,875	(\$7,875)	(100.0%)	\$7,875	(\$7,875)	(100.0%)
28 Day	\$87,427	\$156,497	(\$69,070)	(44.1%)	\$156,510	(\$69,083)	(44.1%)
Total Revenue	\$1,125,253	\$1,228,502	(\$103,249)	(8.4%)	\$1,223,227	(\$97,974)	(8.0%)
Average Rates							
Cash	\$75.27	\$66.56	\$8.71	13.1%	\$66.56	\$8.71	13.1%
Comp	\$0.00	\$125.00	(\$125.00)	(100.0%)	\$125.00	(\$125.00)	(100.0%)
28 Day	\$36.86	\$44.88	(\$8.02)	(17.9%)	\$44.88	(\$8.02)	(17.9%)

Reno-Sparks Convention and Visitors Authority

28 Day Motel Statistics

March 2025

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	4,257	3,513	744	21.2%	3,478	779	22.4%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	38,504	43,670	(5,166)	(11.8%)	49,390	(10,886)	(22.0%)
Total Occupied Rooms	42,761	47,183	(4,422)	(9.4%)	52,868	(10,107)	(19.1%)
Vacant	18,809	23,559	(4,750)	(20.2%)	16,163	2,646	16.4%
Total Available Rooms	61,570	70,742	(9,172)	(13.0%)	69,031	(7,461)	(10.8%)
Percentage of Occupancy							
Cash	6.9%	5.0%	1.9	38.0%	5.0%	1.9	38.0%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	62.5%	61.7%	0.8	1.3%	71.5%	(9.0)	(12.6%)
Total Occupancy Percentage	69.5%	66.7%	2.8	4.2%	76.6%	(7.1)	(9.3%)
Vacant	30.5%	33.3%	(2.8)	(8.4%)	23.4%	7.1	30.3%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$194,754	\$157,654	\$37,100	23.5%	\$156,081	\$38,673	24.8%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$1,228,607	\$1,341,973	(\$113,366)	(8.4%)	\$1,509,533	(\$280,926)	(18.6%)
Total Revenue	\$1,423,361	\$1,499,627	(\$76,266)	(5.1%)	\$1,665,614	(\$242,253)	(14.5%)
Average Rates							
Cash	\$45.75	\$44.88	\$0.87	1.9%	\$44.88	\$0.87	1.9%
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$31.91	\$30.73	\$1.18	3.8%	\$30.56	\$1.35	4.4%

Reno-Sparks Convention and Visitors Authority

RV Park Statistics

March 2025

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	5,420	3,566	1,854	52.0%	3,653	1,767	48.4%
Comp	113	111	2	1.8%	111	2	1.8%
28 Day	21,253	15,970	5,283	33.1%	22,156	(903)	(4.1%)
Total Occupied Rooms	26,786	19,647	7,139	36.3%	25,920	866	3.3%
Vacant	16,273	24,621	(8,348)	(33.9%)	17,821	(1,548)	(8.7%)
Total Available Rooms	43,059	44,268	(1,209)	(2.7%)	43,741	(682)	(1.6%)
Percentage of Occupancy							
Cash	12.6%	8.1%	4.5	55.6%	8.4%	4.2	50.0%
Comp	0.3%	0.3%	-	0.0%	0.3%	-	0.0%
28 Day	49.4%	36.1%	13.3	36.8%	50.7%	(1.3)	(2.6%)
Total Occupancy Percentage	62.2%	44.4%	17.8	40.1%	59.3%	2.9	4.9%
Vacant	37.8%	55.6%	(17.8)	(32.0%)	40.7%	(2.9)	(7.1%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$209,697	\$164,036	\$45,661	27.8%	\$169,419	\$40,278	23.8%
Comp	\$8,196	\$5,450	\$2,746	50.4%	\$5,450	\$2,746	50.4%
28 Day	\$594,448	\$439,654	\$154,794	35.2%	\$592,448	\$2,000	0.3%
Total Revenue	\$812,341	\$609,140	\$203,201	33.4%	\$767,317	\$45,024	5.9%
Average Rates							
Cash	\$38.69	\$46.00	(\$7.31)	(15.9%)	\$46.38	(\$7.69)	(16.6%)
Comp	\$72.53	\$49.10	\$23.43	47.7%	\$49.10	\$23.43	47.7%
28 Day	\$27.97	\$27.53	\$0.44	1.6%	\$26.74	\$1.23	4.6%

Reno-Sparks Convention and Visitors Authority

Vacation Rental Statistics

March 2025

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	20,119	19,741	378	1.9%	18,776	1,343	7.2%
Comp	-	-	-	0.0%	8	(8)	(100.0%)
28 Day	7,759	10,780	(3,021)	(28.0%)	10,780	(3,021)	(28.0%)
Total Occupied Rooms	27,878	30,521	(2,643)	(8.7%)	29,564	(1,686)	(5.7%)
Vacant	11,158	3,951	7,207	182.4%	11,521	(363)	(3.2%)
Total Available Rooms	39,036	34,472	4,564	13.2%	41,085	(2,049)	(5.0%)
Percentage of Occupancy							
Cash	51.5%	57.3%	(5.8)	(10.1%)	45.7%	5.8	12.7%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	19.9%	31.3%	(11.4)	(36.4%)	26.2%	(6.3)	(24.0%)
Total Occupancy Percentage	71.4%	88.5%	(17.1)	(19.3%)	72.0%	(0.6)	(0.8%)
Vacant	28.6%	11.5%	17.1	148.7%	28.0%	0.6	2.1%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$4,236,877	\$4,021,120	\$215,757	5.4%	\$4,021,338	\$215,539	5.4%
Comp	\$0	\$0	\$0	0.0%	\$3,400	(\$3,400)	(100.0%)
28 Day	\$804,318	\$971,494	(\$167,176)	(17.2%)	\$971,517	(\$167,199)	(17.2%)
Total Revenue	\$5,041,195	\$4,992,613	\$48,582	1.0%	\$4,996,255	\$44,940	0.9%
Average Rates							
Cash	\$210.59	\$203.69	\$6.90	3.4%	\$214.17	(\$3.58)	(1.7%)
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$425.00	(\$425.00)	(100.0%)
28 Day	\$103.66	\$90.12	\$13.54	15.0%	\$90.12	\$13.54	15.0%

Reno-Sparks Convention and Visitors Authority

Timeshare Statistics

March 2025

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	2,881	3,888	(1,007)	(25.9%)	4,093	(1,212)	(29.6%)
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	-	-	-	0.0%	-	-	0.0%
Total Occupied Rooms	2,881	3,888	(1,007)	(25.9%)	4,093	(1,212)	(29.6%)
Vacant	9,594	7,312	2,282	31.2%	7,935	1,659	20.9%
Total Available Rooms	12,475	11,200	1,275	11.4%	12,028	447	3.7%
Percentage of Occupancy							
Cash	23.1%	34.7%	(11.6)	(33.4%)	34.0%	(10.9)	(32.1%)
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
Total Occupancy Percentage	23.1%	34.7%	(11.6)	(33.4%)	34.0%	(10.9)	(32.1%)
Vacant	76.9%	65.3%	11.6	17.8%	66.0%	10.9	16.5%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$273,944	\$253,365	\$20,579	8.1%	\$266,681	\$7,263	2.7%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
Total Revenue	\$273,944	\$253,365	\$20,579	8.1%	\$266,681	\$7,263	2.7%
Average Rates							
Cash	\$95.09	\$65.16	\$29.93	45.9%	\$65.16	\$29.93	45.9%
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%

Reno-Sparks Convention and Visitors Authority

Home Owner Rental

March 2025

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	1,684	1,792	(108)	(0.06)	1,915	(231)	-12.1%
Comp	-	-	-	-	17	(17)	-100.0%
28 Day	846	632	214	0.34	638	208	32.6%
Total Occupied Rooms	2,530	2,424	106	0.04	2,570	(40)	-1.6%
Vacant	20,342	13,046	7,296	0.56	17,921	2,421.00	13.5%
Total Available Rooms	22,872	15,470	7,402	0.48	20,491	2,381	11.6%
Percentage of Occupancy							
Cash	7.4%	11.6%	(4.20)	(0.36)	9.3%	(1.90)	-20.4%
Comp	0.0%	0.0%	-	-	0.1%	(0.10)	-100.0%
28 Day	3.7%	4.1%	(0.40)	(0.10)	3.1%	0.60	19.4%
Total Occupancy Percentage	11.1%	15.7%	(4.60)	(0.29)	12.5%	(1.40)	-11.2%
Vacant	88.9%	84.3%	4.60	0.06	87.5%	1.40	1.6%
Total (must equal 100.0%)	100.0%	100.0%	-	-	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$617,637	\$502,656	114,981	22.9%	\$538,858	\$78,779	14.6%
Comp	\$0	\$0	-	0.0%	\$4,079	(\$4,079)	-100.0%
28 Day	\$94,410	\$86,500	7,910	9.1%	\$87,374	\$7,036	8.1%
Total Revenue	\$712,047	\$589,156	122,891	20.9%	\$630,311	\$81,736	13.0%
Average Rates							
Cash	\$366.77	\$280.50	\$86.27	30.8%	\$281.39	\$85.38	30.3%
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$239.94	(\$239.94)	-100.0%
28 Day	\$111.60	\$136.95	(\$25.35)	-18.5%	\$136.95	(\$25.35)	-18.5%

Reno-Sparks Convention and Visitors Authority

Combined Room Statistics - Year To Date

July 2024 - March 2025

Description	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Taxable Room Revenues	\$335,602,757	\$325,778,856	\$9,823,901	3.0%	\$343,417,916	(\$7,815,159)	(2.3%)
Occupied Rooms - Cash	2,327,443	2,261,655	65,788	2.9%	2,333,861	(6,418)	(0.3%)
Average Rate - Cash	\$144.19	\$144.04	\$0.15	0.1%	\$147.15	(\$2.96)	(2.0%)
Occupied Rooms							
Cash	2,327,443	2,261,655	65,788	2.9%	2,333,861	(6,418)	(0.3%)
Comp	675,085	662,638	12,447	1.9%	641,846	33,239	5.2%
28 Day	751,484	825,265	(73,781)	(8.9%)	807,762	(56,278)	(7.0%)
Total Occupied Rooms	3,754,012	3,749,559	4,453	0.1%	3,783,469	(29,457)	(0.8%)
Percentage of Occupancy							
Cash	38.8%	37.5%	1.3	3.5%	38.9%	(0.1)	(0.3%)
Comp	11.2%	11.0%	0.2	1.8%	10.7%	0.5	4.7%
28 Day	12.5%	13.7%	(1.2)	(8.8%)	13.5%	(1.0)	(7.4%)
Total Percentage of Occupancy	62.5%	62.2%	0.3	0.5%	63.1%	(0.6)	(1.0%)
Market Segments							
Occupied Rooms - Cash							
Hotels	1,879,219	1,819,126	60,093	3.3%	1,891,572	(12,353)	(0.7%)
Motels	149,205	153,772	(4,567)	(3.0%)	152,352	(3,147)	(2.1%)
28 Day Motels	36,044	34,210	1,834	5.4%	34,794	1,250	3.6%
R.V. Parks	63,386	58,043	5,343	9.2%	59,756	3,630	6.1%
Vacation Rentals	166,027	160,859	5,168	3.2%	156,502	9,525	6.1%
Timeshares	26,816	28,475	(1,659)	(5.8%)	31,592	(4,776)	(15.1%)
Home Owner Rentals	6,746	7,170	(424)	(5.9%)	7,293	(547)	(7.5%)
Total Occupied - Cash	2,327,443	2,261,655	65,788	2.9%	2,333,861	(6,418)	(0.3%)
Percentage of Occupancy - Cash							
Hotels	44.6%	42.8%	1.8	4.2%	45.3%	(0.7)	(1.5%)
Motels	49.1%	48.7%	0.4	0.8%	49.7%	(0.6)	(1.2%)
28 Day Motels	6.1%	5.5%	0.6	10.9%	5.5%	0.6	10.9%
R.V. Parks	16.6%	14.8%	1.8	12.2%	15.4%	1.2	7.8%
Vacation Rentals	49.8%	52.8%	(3.0)	(5.7%)	47.8%	2.0	4.2%
Timeshares	25.9%	29.4%	(3.5)	(11.9%)	29.3%	(3.4)	(11.6%)
Home Owner Rentals	9.6%	15.3%	(5.7)	(37.3%)	12.1%	(2.5)	(20.7%)
Total Occupancy Percentage - Cash	38.8%	37.5%	1.3	3.5%	38.9%	(0.1)	(0.3%)
Average Rates - Cash							
Hotels	\$146.40	\$146.99	(\$0.59)	(0.4%)	\$150.35	(\$3.95)	(2.6%)
Motels	\$81.81	\$80.00	\$1.81	2.3%	\$81.20	\$0.61	0.8%
28 Day Motels	\$46.98	\$46.98	\$0.00	0.0%	\$47.43	(\$0.45)	(0.9%)
R.V. Parks	\$47.03	\$54.28	(\$7.25)	(13.4%)	\$54.81	(\$7.78)	(14.2%)
Vacation Rental	\$233.69	\$231.59	\$2.10	0.9%	\$237.77	(\$4.08)	(1.7%)
Timeshares	\$94.22	\$66.33	\$27.89	42.0%	\$72.00	\$22.22	30.9%
Home Owner Rentals	\$337.56	\$303.85	\$33.71	11.1%	\$306.35	\$31.21	10.2%
Total Cash Average Rate	\$144.19	\$144.04	\$0.15	0.1%	\$147.15	(\$2.96)	(2.0%)

Reno-Sparks Convention and Visitors Authority

Combined Room Statistics - Year To Date

July 2024 - March 2025

	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	2,327,443	2,261,655	65,788	2.9%	2,333,861	(6,418)	(0.3%)
Comp	675,085	662,638	12,447	1.9%	641,846	33,239	5.2%
28 Day	751,484	825,265	(73,781)	(8.9%)	807,762	(56,278)	(7.0%)
Total Occupied Rooms	3,754,012	3,749,559	4,453	0.1%	3,783,469	(29,457)	(0.8%)
Vacant	2,249,038	2,278,141	(29,103)	(1.3%)	2,213,109	35,929	1.6%
Total Available Rooms	6,003,050	6,027,700	(24,650)	(0.4%)	5,996,578	6,472	0.1%
Percentage of Occupancy							
Cash	38.8%	37.5%	1.3	3.5%	38.9%	(0.1)	(0.3%)
Comp	11.2%	11.0%	0.2	1.8%	10.7%	0.5	4.7%
28 Day	12.5%	13.7%	(1.2)	(8.8%)	13.5%	(1.0)	(7.4%)
Total Occupancy Percentage	62.5%	62.2%	0.3	0.5%	63.1%	(0.6)	(1.0%)
Vacant	37.5%	37.8%	(0.3)	(0.8%)	36.9%	0.6	1.6%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$335,602,757	\$325,778,856	\$9,823,901	3.0%	\$343,417,916	(\$7,815,159)	(2.3%)
Comp	\$89,192,485	\$93,992,805	(\$4,800,320)	(5.1%)	\$91,006,141	(\$1,813,656)	(2.0%)
28 Day	\$34,375,064	\$34,798,705	(\$423,641)	(1.2%)	\$33,967,431	\$407,633	1.2%
Total Revenue	\$459,170,306	\$454,570,366	\$4,599,940	1.0%	\$468,391,488	(\$9,221,182)	(2.0%)
Average Rates							
Cash	\$144.19	\$144.04	\$0.15	0.1%	\$147.15	(\$2.96)	(2.0%)
Comp	\$132.12	\$141.85	(\$9.73)	(6.9%)	\$141.79	(\$9.67)	(6.8%)
28 Day	\$45.74	\$42.17	\$3.57	8.5%	\$42.05	\$3.69	8.8%

Reno-Sparks Convention and Visitors Authority

Hotel Statistics - Year To Date

July 2024 - March 2025

	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	1,879,219	1,819,126	60,093	3.3%	1,891,572	(12,353)	(0.7%)
Comp	673,936	661,051	12,885	1.9%	640,234	33,702	5.3%
28 Day	60,856	41,873	18,983	45.3%	42,287	18,569	43.9%
Total Occupied Rooms	2,614,011	2,522,050	91,961	3.6%	2,574,093	39,918	1.6%
Vacant	1,600,557	1,724,950	(124,393)	(7.2%)	1,604,281	(3,724)	(0.2%)
Total Available Rooms	4,214,568	4,247,000	(32,432)	(0.8%)	4,178,374	36,194	0.9%
Percentage of Occupancy							
Cash	44.6%	42.8%	1.8	4.2%	45.3%	(0.7)	(1.5%)
Comp	16.0%	15.6%	0.4	2.6%	15.3%	0.7	4.6%
28 Day	1.4%	1.0%	0.4	40.0%	1.0%	0.4	40.0%
Total Occupancy Percentage	62.0%	59.4%	2.6	4.4%	61.6%	0.4	0.6%
Vacant	38.0%	40.6%	(2.6)	(6.4%)	38.4%	(0.4)	(1.0%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$275,120,197	\$267,399,399	\$7,720,798	2.9%	\$284,401,395	(\$9,281,198)	(3.3%)
Comp	\$89,098,337	\$93,882,251	(\$4,783,914)	(5.1%)	\$90,885,929	(\$1,787,592)	(2.0%)
28 Day	\$7,073,498	\$5,040,449	\$2,033,049	40.3%	\$4,966,587	\$2,106,911	42.4%
Total Revenue	\$371,292,032	\$366,322,098	\$4,969,934	1.4%	\$380,253,911	(\$8,961,879)	(2.4%)
Average Rates							
Cash	\$146.40	\$146.99	(\$0.59)	(0.4%)	\$150.35	(\$3.95)	(2.6%)
Comp	\$132.21	\$142.02	(\$9.81)	(6.9%)	\$141.96	(\$9.75)	(6.9%)
28 Day	\$116.23	\$120.37	(\$4.14)	(3.4%)	\$117.45	(\$1.22)	(1.0%)

Reno-Sparks Convention and Visitors Authority

Motel Statistics - Year To Date

July 2024 - March 2025

	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	149,205	153,772	(4,567)	(3.0%)	152,352	(3,147)	(2.1%)
Comp	237	322	(85)	(26.4%)	322	(85)	(26.4%)
28 Day	25,640	40,215	(14,575)	(36.2%)	36,357	(10,717)	(29.5%)
Total Occupied Rooms	175,082	194,309	(19,227)	(9.9%)	189,031	(13,949)	(7.4%)
Vacant	128,881	121,613	7,268	6.0%	117,713	11,168	9.5%
Total Available Rooms	303,963	315,922	(11,959)	(3.8%)	306,744	(2,781)	(0.9%)
Percentage of Occupancy							
Cash	49.1%	48.7%	0.4	0.8%	49.7%	(0.6)	(1.2%)
Comp	0.1%	0.1%	-	0.0%	0.1%	-	0.0%
28 Day	8.4%	12.7%	(4.3)	(33.9%)	11.9%	(3.5)	(29.4%)
Total Occupancy Percentage	57.6%	61.5%	(3.9)	(6.3%)	61.6%	(4.0)	(6.5%)
Vacant	42.4%	38.5%	3.9	10.1%	38.4%	4.0	10.4%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$12,206,050	\$12,301,534	(\$95,484)	(0.8%)	\$12,371,170	(\$165,120)	(1.3%)
Comp	\$29,180	\$40,285	(\$11,105)	(27.6%)	\$40,285	(\$11,105)	(27.6%)
28 Day	\$1,099,884	1,798,132.22	(\$698,248)	(38.8%)	\$1,634,823	(\$534,939)	(32.7%)
Total Revenue	\$13,335,114	\$14,139,951	(\$804,837)	(5.7%)	\$14,046,278	(\$711,164)	(5.1%)
Average Rates							
Cash	\$81.81	\$80.00	\$1.81	2.3%	\$81.20	\$0.61	0.8%
Comp	\$123.12	\$125.11	(\$1.99)	(1.6%)	\$125.11	(\$1.99)	(1.6%)
28 Day	\$42.90	\$44.71	(\$1.81)	(4.0%)	\$44.97	(\$2.07)	(4.6%)

Reno-Sparks Convention and Visitors Authority

28 Day Motel Statistics - Year To Date

July 2024 - March 2025

	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	36,044	34,210	1,834	5.4%	34,794	1,250	3.6%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	397,967	479,380	(81,413)	(17.0%)	452,786	(54,819)	(12.1%)
Total Occupied Rooms	434,011	513,589	(79,578)	(15.5%)	487,580	(53,569)	(11.0%)
Vacant	160,334	111,679	48,655	43.6%	140,419	19,915	14.2%
Total Available Rooms	594,345	625,268	(30,923)	(4.9%)	627,999	(33,654)	(5.4%)
Percentage of Occupancy							
Cash	6.1%	5.5%	0.6	10.9%	5.5%	0.6	10.9%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	67.0%	76.7%	(9.7)	(12.6%)	72.1%	(5.1)	(7.1%)
Total Occupancy Percentage	73.0%	82.1%	(9.1)	(11.1%)	77.6%	(4.6)	(5.9%)
Vacant	27.0%	17.9%	9.1	50.8%	22.4%	4.6	20.5%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$1,693,422	\$1,607,090	\$86,332	5.4%	\$1,650,166	\$43,256	2.6%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$12,598,138	\$14,410,235	(\$1,812,097)	(12.6%)	\$13,519,577	(\$921,439)	(6.8%)
Total Revenue	\$14,291,560	\$16,017,325	(\$1,725,765)	(10.8%)	\$15,169,743	(\$878,183)	(5.8%)
Average Rates							
Cash	\$46.98	\$46.98	\$0.00	0.0%	\$47.43	(\$0.45)	(0.9%)
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$31.66	\$30.06	\$1.60	5.3%	\$29.86	\$1.80	6.0%

Reno-Sparks Convention and Visitors Authority

RV Park Statistics - Year To Date

July 2024 - March 2025

	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	63,386	58,043	5,343	9.2%	59,756	3,630	6.1%
Comp	903	1,265	(362)	(28.6%)	1,265	(362)	(28.6%)
28 Day	191,661	177,939	13,722	7.7%	189,922	1,739	0.9%
Total Occupied Rooms	255,950	237,247	18,703	7.9%	250,943	5,007	2.0%
Vacant	127,046	154,025	(26,979)	(17.5%)	136,680	(9,634)	(7.0%)
Total Available Rooms	382,996	391,272	(8,276)	(2.1%)	387,623	(4,627)	(1.2%)
Percentage of Occupancy							
Cash	16.6%	14.8%	1.8	12.2%	15.4%	1.2	7.8%
Comp	0.2%	0.3%	(0.1)	(33.3%)	0.3%	(0.1)	(33.3%)
28 Day	50.0%	45.5%	4.5	9.9%	49.0%	1.0	2.0%
Total Occupancy Percentage	66.8%	60.6%	6.2	10.2%	64.7%	2.1	3.2%
Vacant	33.2%	39.4%	(6.2)	(15.7%)	35.3%	(2.1)	(5.9%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$2,981,193	\$3,150,641	(\$169,448)	(5.4%)	\$3,275,344	(\$294,151)	(9.0%)
Comp	\$64,578	\$70,269	(\$5,691)	(8.1%)	\$72,448	(\$7,870)	(10.9%)
28 Day	\$5,303,199	\$4,822,501	\$480,698	10.0%	\$5,092,183	\$211,016	4.1%
Total Revenue	\$8,348,970	\$8,043,411	\$305,559	3.8%	\$8,439,975	(\$91,005)	(1.1%)
Average Rates							
Cash	\$47.03	\$54.28	(\$7.25)	(13.4%)	\$54.81	(\$7.78)	(14.2%)
Comp	\$71.51	\$55.55	\$15.96	28.7%	\$57.27	\$14.24	24.9%
28 Day	\$27.67	\$27.10	\$0.57	2.1%	\$26.81	\$0.86	3.2%

Reno-Sparks Convention and Visitors Authority

Vacation Rental Statistics - Year To Date

July 2024 - March 2025

	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	166,027	160,859	5,168	3.2%	156,502	9,525	6.1%
Comp	-	-	-	0.0%	8	(8)	(100.0%)
28 Day	73,078	83,730	(10,652)	(12.7%)	83,770	(10,692)	(12.8%)
Total Occupied Rooms	239,105	244,589	(5,484)	(2.2%)	240,280	(1,175)	(0.5%)
Vacant	94,492	60,099	34,393	57.2%	87,215	7,277	8.3%
Total Available Rooms	333,597	304,688	28,909	9.5%	327,495	6,102	1.9%
Percentage of Occupancy							
Cash	49.8%	52.8%	(3.0)	(5.7%)	47.8%	2.0	4.2%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	21.9%	27.5%	(5.6)	(20.4%)	25.6%	(3.7)	(14.5%)
Total Occupancy Percentage	71.7%	80.3%	(8.6)	(10.7%)	73.4%	(1.7)	(2.3%)
Vacant	28.3%	19.7%	8.6	43.7%	26.6%	1.7	6.4%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$38,798,122	\$37,252,790	\$1,545,332	4.1%	\$37,211,002	\$1,587,120	4.3%
Comp	\$0	\$0	\$0	0.0%	\$3,400	(\$3,400)	(100.0%)
28 Day	\$8,001,440	\$8,455,610	(\$454,170)	(5.4%)	\$8,448,344	(\$446,904)	(5.3%)
Total Revenue	\$46,799,562	\$45,708,399	\$1,091,163	2.4%	\$45,662,746	\$1,136,816	2.5%
Average Rates							
Cash	\$233.69	\$231.59	\$2.10	0.9%	\$237.77	(\$4.08)	(1.7%)
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$425.00	(\$425.00)	(100.0%)
28 Day	\$109.49	\$100.99	\$8.50	8.4%	\$100.85	\$8.64	8.6%

Reno-Sparks Convention and Visitors Authority

Timeshare Statistics - Year To Date

July 2024 - March 2025

	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	26,816	28,475	(1,659)	(5.8%)	31,592	(4,776)	(15.1%)
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	-	-	-	0.0%	468	(468)	(100.0%)
Total Occupied Rooms	26,816	28,475	(1,659)	(5.8%)	32,060	(5,244)	(16.4%)
Vacant	76,527	68,325	8,202	12.0%	75,871	656	0.9%
Total Available Rooms	103,343	96,800	6,543	6.8%	107,931	(4,588)	(4.3%)
Percentage of Occupancy							
Cash	25.9%	29.4%	(3.5)	(11.9%)	29.3%	(3.4)	(11.6%)
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	0.0%	0.0%	-	0.0%	0.4%	(0.4)	(100.0%)
Total Occupancy Percentage	25.9%	29.4%	(3.5)	(11.9%)	29.7%	(3.8)	(12.8%)
Vacant	74.1%	70.6%	3.5	5.0%	70.3%	3.8	5.4%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$2,526,601	\$1,888,821	\$637,780	33.8%	\$2,274,600	\$252,001	11.1%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$33,345	\$0	\$33,345	100.0%	\$27,840	\$5,505	19.8%
Total Revenue	\$2,559,946	\$1,888,821	\$671,125	35.5%	\$2,302,440	\$257,506	11.2%
Average Rates							
Cash	\$94.22	\$66.33	\$27.89	42.0%	\$72.00	\$22.22	30.9%
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$0.00	\$0.00	\$0.00	0.0%	\$59.49	(\$59.49)	(100.0%)

Reno-Sparks Convention and Visitors Authority

Home Owner Rentals - Year To Date

July 2024 - March 2025

	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	6,746	7,170	(424)	(5.9%)	7,293	(547)	(7.5%)
Comp	9	-	9	100.0%	17	(8)	(47.1%)
28 Day	2,282	2,129	154	7.2%	2,172	110	5.1%
Total Occupied Rooms	9,037	9,299	(262)	(2.8%)	9,482	(445)	(4.7%)
Vacant	61,201	37,452	23,750	63.4%	50,930	10,271	20.2%
Total Available Rooms	70,238	46,750	23,488	50.2%	60,412	9,826	16.3%
Percentage of Occupancy							
Cash	9.6%	15.3%	(5.7)	(37.3%)	12.1%	(2.5)	(20.7%)
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	3.2%	4.6%	(1.4)	(30.4%)	3.6%	(0.4)	(11.1%)
Total Occupancy Percentage	12.9%	19.9%	(7.0)	(35.2%)	15.7%	(2.8)	(17.8%)
Vacant	87.1%	80.1%	7.0	8.7%	84.3%	2.8	3.3%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$2,277,172	\$2,178,581	\$98,591	4.5%	\$2,234,239	\$42,933	1.9%
Comp	\$390	\$0	\$390	100.0%	\$4,079	(\$3,689)	(90.4%)
28 Day	\$265,560	\$271,779	(\$6,219)	(2.3%)	\$278,077	(\$12,517)	(4.5%)
Total Revenue	\$2,543,122	\$2,450,360	\$92,762	3.8%	\$2,516,395	\$26,727	1.1%
Average Rates							
Cash	\$337.56	\$303.85	\$33.71	11.1%	\$306.35	\$31.21	10.2%
Comp	\$43.33	\$0.00	\$43.33	100.0%	\$239.94	(\$196.61)	(81.9%)
28 Day	\$116.37	\$127.69	(\$11.32)	(8.9%)	\$128.03	(\$11.66)	(9.1%)

**Reno-Sparks Convention and Visitors Authority
Taxable Revenue by District
March 2025**

	March 2025		March 2024		Increase (Decrease)		Year to Date		Prior Year		Increase (Decrease)	
	\$	%	\$	%	\$	%	July 2024 - March 2025	July 2024 - March 2024	\$	%	\$	%
Reno B	\$ 16,628,116		\$ 15,853,430		\$ 774,686	4.9%	\$ 159,990,404	\$ 162,825,539	\$ (2,835,135)	-1.7%		
Reno D	\$ 6,253,639		\$ 5,868,620		\$ 385,020	6.6%	\$ 68,749,905	\$ 74,016,036	\$ (5,266,130)	-7.1%		
Reno E	\$ 1,194,531		\$ 1,203,549		\$ (9,018)	-0.7%	\$ 10,811,206	\$ 10,575,957	\$ 235,249	2.2%		
Total Reno	\$ 24,076,286		\$ 22,925,599		\$ 1,150,688	5.0%	\$ 239,551,515	\$ 247,417,531	\$ (7,866,016)	-3.2%		
Washoe A	\$ 360,760		\$ 61,429		\$ 299,330	487.3%	\$ 1,813,212	\$ 698,307	\$ 1,114,905	159.7%		
Washoe B	\$ 3,891,537		\$ 4,394,284		\$ (502,747)	-11.4%	\$ 53,309,091	\$ 51,612,635	\$ 1,696,456	3.3%		
Total Washoe County	\$ 4,252,297		\$ 4,455,713		\$ (203,416)	-4.6%	\$ 55,122,303	\$ 52,310,942	\$ 2,811,361	5.4%		
Sparks	\$ 4,172,907		\$ 4,131,938		\$ 40,968	1.0%	\$ 40,928,938	\$ 43,689,442	\$ (2,760,503)	-6.3%		
Total Taxable Revenue	\$ 32,501,491		\$ 31,513,252		\$ 988,239	3.1%	\$ 335,602,757	\$ 343,417,916	\$ (7,815,159)	-2.3%		

Tax District	Location
Reno B	Suburban Reno
Reno D	Downtown Reno
Reno E	1 Mile Radius from Downtown
Sparks	City of Sparks
Washoe A	Washoe County (excluding Incline Village)
Washoe B	Incline Village

**Reno-Sparks Convention and Visitors Authority
Taxable Occupied Rooms by District
March 2025**

	March 2025	March 2024	Increase (Decrease)		Year to Date July 2024 - March 2025	Prior Year July 2024 - March 2024	Increase (Decrease)	
			#	%			#	%
Reno B	127,884	123,489	4,395	3.6%	1,156,140	1,147,733	8,407	0.7%
Reno D	52,003	51,521	482	0.9%	543,091	578,780	(35,689)	(6.2%)
Reno E	8,822	7,971	851	10.7%	85,260	69,047	16,213	23.5%
Total Reno	188,709	182,981	5,728	3.1%	1,784,491	1,795,560	(11,069)	(0.6%)
Washoe A	2,355	1,129	1,226	108.6%	17,283	13,873	3,410	24.6%
Washoe B	14,335	16,564	(2,229)	(13.5%)	152,982	155,288	(2,306)	(1.5%)
Total Washoe County	16,690	17,693	(1,003)	(5.7%)	170,265	169,161	1,104	0.7%
Sparks	41,243	39,997	1,246	3.1%	372,687	369,140	3,547	1.0%
Total Taxable Rooms	246,642	240,671	5,971	2.5%	2,327,443	2,333,861	(6,418)	(0.3%)

Tax District	Location
Reno B	Suburban Reno
Reno D	Downtown Reno
Reno E	1 Mile Radius from Downtown
Sparks	City of Sparks
Washoe A	Washoe County (excluding Incline Village)
Washoe B	Incline Village

**Reno-Sparks Convention and Visitors Authority
Average Daily Rate by District
March 2025**

	March 2025		March 2024		Increase (Decrease)		Year to Date		Prior Year		Increase (Decrease)			
	\$		\$		\$	%	July 2024 - March 2025		July 2023 - March 2024		\$	%		
Reno B	\$	130.02	\$	128.38	\$	1.65	1.3%	\$	138.38	\$	141.87	\$	(3.48)	-2.5%
Reno D	\$	120.26	\$	113.91	\$	6.35	5.6%	\$	126.59	\$	127.88	\$	(1.29)	-1.0%
Reno E	\$	135.40	\$	150.99	\$	(15.59)	-10.3%	\$	126.80	\$	153.17	\$	(26.37)	-17.2%
Total Reno	\$	127.58	\$	125.29	\$	2.29	1.8%	\$	134.24	\$	137.79	\$	(3.55)	-2.6%
Washoe A	\$	153.19	\$	54.41	\$	98.78	181.5%	\$	104.91	\$	50.34	\$	54.58	108.4%
Washoe B	\$	271.47	\$	265.29	\$	6.18	2.3%	\$	348.47	\$	332.37	\$	16.10	4.8%
Total Washoe County	\$	254.78	\$	251.83	\$	2.95	1.2%	\$	323.74	\$	309.24	\$	14.51	4.7%
Sparks	\$	101.18	\$	103.31	\$	(2.13)	-2.1%	\$	109.82	\$	118.35	\$	(8.53)	-7.2%
Total Average Daily Rate	\$	131.78	\$	130.94	\$	0.84	0.6%	\$	144.19	\$	147.15	\$	(2.96)	-2.0%

Tax District	Location
Reno B	Suburban Reno
Reno D	Downtown Reno
Reno E	1 Mile Radius from Downtown
Sparks	City of Sparks
Washoe A	Washoe County except Incline
Washoe B	Incline Village