

RENO-SPARKS CONVENTION & VISITORS AUTHORITY

July 2025

Room Statistics Compared to the Prior Year

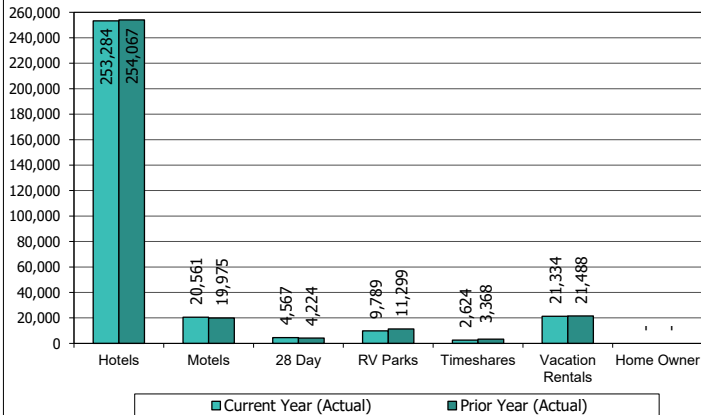
Taxable room revenues for the month of July 2025 are \$47,976,738 and below July of the prior year by \$1,481,146 (-3.0%). Cash occupied room nights of 312,159 are below prior year by 2,262 (-0.7%). Comp occupied room nights of 86,125 are below prior year by 3,219 (-3.6%), and 28-day occupied room nights of 85,911 are below prior year by 749 (-0.9%). Total occupied rooms for the month of July 2025 (Cash, Comp, 28-day) are 6,230 (-1.3%) compared to the prior year.

Overall, the Washoe County occupancy percentage of 71.9% for the month is -1.1% below the 72.7% level of the prior year. There were 1,323 (-0.2%) less available rooms for the month compared to the prior year.

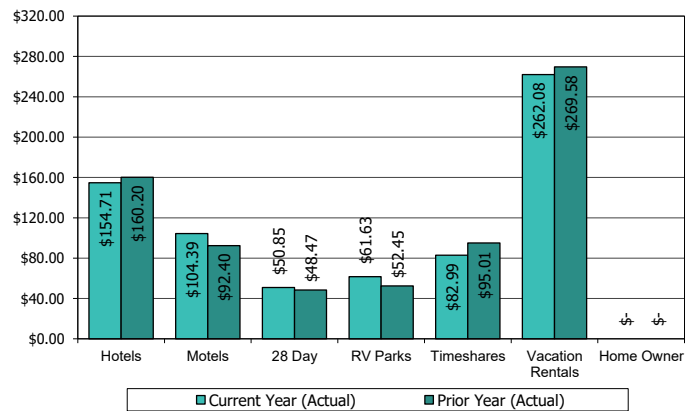
Overall cash average rates for July 2025 of \$153.69 decreased \$3.61 (-2.3%), compared to \$157.30 for the prior year.

July 2025						
Segments	Available Rooms	Cash Occupied Rooms	Average Cash Rate		Increase (Decrease)	
			Current Year	Prior Year	\$	%
Hotels	475,930	253,284	\$154.71	\$160.20	(\$5.48)	-3.4%
Motels	37,357	20,561	\$104.39	\$92.40	\$11.99	13.0%
28 Day	64,954	4,567	\$50.85	\$48.47	\$2.38	4.9%
RV Parks	43,741	9,789	\$61.63	\$52.45	\$9.18	17.5%
Timeshares	11,916	2,624	\$82.99	\$95.01	(\$12.02)	-12.7%
Vacation Rentals	39,652	21,334	\$262.08	\$269.58	(\$7.50)	-2.8%
Home Owner	-	-	-	-	\$0.00	0.0%
Totals	673,550	312,159	\$153.69	\$157.30	(\$3.61)	-2.3%

CASH OCCUPIED ROOM NIGHTS



AVERAGE CASH RATES



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Reno-Sparks Convention and Visitors Authority

Combined Room Statistics

July 2025

Description	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Taxable Room Revenues	\$47,976,738	\$47,209,398	\$767,340	1.6%	\$49,457,884	(\$1,481,146)	(3.0%)
Occupied Rooms - Cash	312,159	306,709	5,450	1.8%	314,421	(2,262)	(0.7%)
Average Rate - Cash	\$153.69	\$153.92	(\$0.23)	(0.1%)	\$157.30	(\$3.61)	(2.3%)
Occupied Rooms							
Cash	312,159	306,709	5,450	1.8%	314,421	(2,262)	(0.7%)
Comp	86,125	91,875	(5,750)	(6.3%)	89,344	(3,219)	(3.6%)
28 Day	85,911	83,752	2,160	2.6%	86,660	(749)	(0.9%)
Total Occupied Rooms	484,195	482,335	1,860	0.4%	490,425	(6,230)	(1.3%)
Percentage of Occupancy							
Cash	46.3%	45.6%	0.7	1.5%	46.6%	(0.3)	(0.6%)
Comp	12.8%	13.7%	(0.9)	(6.6%)	13.2%	(0.4)	(3.0%)
28 Day	12.8%	12.4%	0.4	3.2%	12.8%	-	0.0%
Total Percentage of Occupancy	71.9%	71.7%	0.2	0.3%	72.7%	(0.8)	(1.1%)
Market Segments							
Occupied Rooms - Cash							
Hotels	253,284	246,724	6,560	2.7%	254,067	(783)	(0.3%)
Motels	20,561	19,576	986	5.0%	19,975	586	2.9%
28 Day Motels	4,567	4,266	301	7.0%	4,224	343	8.1%
R.V. Parks	9,789	11,073	(1,284)	(11.6%)	11,299	(1,510)	(13.4%)
Vacation Rentals	21,334	21,703	(369)	(1.7%)	21,488	(154)	(0.7%)
Timehares	2,624	3,368	(744)	(22.1%)	3,368	(744)	(22.1%)
Home Owner Rentals	-	-	-	0.0%	-	-	0.0%
Total Occupied - Cash	312,159	306,709	5,450	1.8%	314,421	(2,262)	(0.7%)
Percentage of Occupancy - Cash							
Hotels	53.2%	51.3%	1.9	3.7%	53.2%	0.0	0.0%
Motels	55.0%	54.8%	0.2	0.4%	58.7%	(3.7)	(6.3%)
28 Day Motels	7.0%	6.0%	1.0	16.7%	6.1%	0.9	14.8%
R.V. Parks	22.4%	25.0%	(2.6)	(10.4%)	26.0%	(3.6)	(13.8%)
Vacation Rentals	53.8%	63.0%	(9.2)	(14.6%)	55.6%	(1.8)	(3.2%)
Timeshares	22.0%	46.8%	(24.8)	(53.0%)	28.9%	(6.9)	(23.9%)
Home Owner Rentals	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.0%
Total Occupancy Percentage - Cash	46.3%	45.6%	0.7	1.5%	46.6%	(0.3)	(0.6%)
Average Rates - Cash							
Hotels	\$154.71	\$156.56	(\$1.85)	(1.2%)	\$160.20	(\$5.49)	(3.4%)
Motels	\$104.39	\$91.94	\$12.45	13.5%	\$92.40	\$11.99	13.0%
28 Day Motels	\$50.85	\$47.99	\$2.86	6.0%	\$48.47	\$2.38	4.9%
R.V. Parks	\$61.63	\$51.40	\$10.23	19.9%	\$52.45	\$9.18	17.5%
Vacation Rentals	\$262.08	\$262.17	(\$0.09)	0.0%	\$269.58	(\$7.50)	(2.8%)
Timeshares	\$82.99	\$95.01	(\$12.02)	(12.7%)	\$95.01	(\$12.02)	(12.7%)
Home Owner Rentals	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
Total Cash Average Rate	\$153.69	\$153.92	(\$0.23)	(0.1%)	\$157.30	(\$3.61)	(2.3%)

Reno-Sparks Convention and Visitors Authority

Combined Room Statistics

July 2025

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	312,159	306,709	5,450	1.8%	314,421	(2,262)	(0.7%)
Comp	86,125	91,875	(5,750)	(6.3%)	89,344	(3,219)	(3.6%)
28 Day	85,911	83,752	2,160	2.6%	86,660	(749)	(0.9%)
Total Occupied Rooms	484,195	482,335	1,860	0.4%	490,425	(6,230)	(1.3%)
Vacant	189,355	190,590	(1,235)	(0.6%)	184,448	4,907	2.7%
Total Available Rooms	673,550	672,925	625	0.1%	674,873	(1,323)	(0.2%)
Percentage of Occupancy							
Cash	46.3%	45.6%	0.7	1.5%	46.6%	(0.3)	(0.6%)
Comp	12.8%	13.7%	(0.9)	(6.6%)	13.2%	(0.4)	(3.0%)
28 Day	12.8%	12.4%	0.4	3.2%	12.8%	-	0.0%
Total Occupancy Percentage	71.9%	71.7%	0.2	0.3%	72.7%	(0.8)	(1.1%)
Vacant	28.1%	28.3%	(0.2)	(0.7%)	27.3%	0.8	2.9%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$47,976,738	\$47,209,398	\$767,340	1.6%	\$49,457,884	(\$1,481,146)	(3.0%)
Comp	\$11,660,539	\$12,022,878	(\$362,339)	(3.0%)	\$11,691,530	(\$30,991)	(0.3%)
28 Day	\$3,918,624	\$3,638,392	\$280,232	7.7%	\$3,941,973	(\$23,349)	(0.6%)
Total Revenue	\$63,555,901	\$62,870,668	\$685,233	1.1%	\$65,091,387	(\$1,535,486)	(2.4%)
Average Rates							
Cash	\$153.69	\$153.92	(\$0.23)	(0.1%)	\$157.30	(\$3.61)	(2.3%)
Comp	\$135.39	\$130.86	\$4.53	3.5%	\$130.86	\$4.53	3.5%
28 Day	\$45.61	\$43.44	\$2.17	5.0%	\$45.49	\$0.12	0.3%

Reno-Sparks Convention and Visitors Authority

Hotel Statistics

July 2025

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	253,284	246,724	6,560	2.7%	254,067	(783)	(0.3%)
Comp	85,892	91,668	(5,776)	(6.3%)	89,137	(3,245)	(3.6%)
28 Day	7,263	4,229	3,035	71.8%	6,759	504	7.5%
Total Occupied Rooms	346,439	342,620	3,819	1.1%	349,963	(3,524)	(1.0%)
Vacant	129,491	137,880	(8,389)	(6.1%)	127,314	2,177	1.7%
Total Available Rooms	475,930	480,500	(4,570)	(1.0%)	477,277	(1,347)	(0.3%)
Percentage of Occupancy							
Cash	53.2%	51.3%	1.9	3.7%	53.2%	-	0.0%
Comp	18.0%	19.1%	(1.1)	(5.8%)	18.7%	(0.7)	(3.7%)
28 Day	1.5%	0.9%	0.6	66.7%	1.4%	0.1	7.1%
Total Occupancy Percentage	72.8%	71.3%	1.5	2.1%	73.3%	(0.5)	(0.7%)
Vacant	27.2%	28.7%	(1.5)	(5.2%)	26.7%	0.5	1.9%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$39,185,827	\$38,626,022	\$559,805	1.4%	\$40,702,033	(\$1,516,206)	(3.7%)
Comp	\$11,640,590	\$12,007,526	(\$366,936)	(3.1%)	\$11,676,178	(\$35,588)	(0.3%)
28 Day	\$759,431	\$451,477	\$307,954	68.2%	\$721,691	\$37,740	5.2%
Total Revenue	\$51,585,848	\$51,085,024	\$500,824	1.0%	\$53,099,902	(\$1,514,054)	(2.9%)
Average Rates							
Cash	\$154.71	\$156.56	(\$1.85)	(1.2%)	\$160.20	(\$5.49)	(3.4%)
Comp	\$135.53	\$130.99	\$4.54	3.5%	\$130.99	\$4.54	3.5%
28 Day	\$104.56	\$106.77	(\$2.21)	(2.1%)	\$106.77	(\$2.21)	(2.1%)

Reno-Sparks Convention and Visitors Authority

Motel Statistics

July 2025

Occupied Rooms

Cash 20,561
Comp 41
28 Day 2,835

Total Occupied Rooms

Vacant 13,920

Total Available Rooms 37,357

Percentage of Occupancy

Cash 55.0%
Comp 0.1%
28 Day 7.6%

Total Occupancy Percentage

Vacant 37.3%

Total (must equal 100.0%) 100.0%

Revenue

Cash - Taxable

Comp \$4,381
28 Day \$108,326

Total Revenue \$2,259,044

Average Rates

Cash \$104.39
Comp \$106.85
28 Day \$38.21

Actual	Budget	Increase (Decrease)	
		\$	%
20,561	19,576	986	5.0%
41	56	(15)	(26.8%)
2,835	3,101	(266)	(8.6%)
23,437	22,733	705	3.1%
13,920	13,011	910	7.0%
37,357	35,743	1,614	4.5%
55.0%	54.8%	0.2	0.4%
0.1%	0.2%	(0.1)	(50.0%)
7.6%	8.7%	(1.1)	(12.6%)
62.7%	63.6%	(0.9)	(1.4%)
37.3%	36.4%	0.9	2.5%
100.0%	100.0%	-	0.0%
\$2,146,337	\$1,799,732	\$346,605	19.3%
\$4,381	\$7,000	(\$2,619)	(37.4%)
\$108,326	\$132,878	(\$24,552)	(18.5%)
\$2,259,044	\$1,939,610	\$319,434	16.5%
\$104.39	\$91.94	\$12.45	13.5%
\$106.85	\$125.00	(\$18.15)	(14.5%)
\$38.21	\$42.85	(\$4.64)	(10.8%)

Last Year	Increase (Decrease)	
	\$	%
19,975	586	2.9%
56	(15)	(26.8%)
3,101	(266)	(8.6%)
23,132	305	1.3%
10,872	3,048	28.0%
34,004	3,353	9.9%
58.7%	(3.7)	(6.3%)
0.2%	(0.1)	(50.0%)
9.1%	(1.5)	(16.5%)
68.0%	(5.3)	(7.8%)
32.0%	5.3	16.6%
100.0%	-	0.0%
\$1,845,734	\$300,603	16.3%
\$7,000	(\$2,619)	(37.4%)
\$132,863	(\$24,537)	(18.5%)
\$1,985,597	\$273,447	13.8%
\$92.40	\$11.99	13.0%
\$125.00	(\$18.15)	(14.5%)
\$42.85	(\$4.64)	(10.8%)

Reno-Sparks Convention and Visitors Authority

28 Day Motel Statistics

July 2025

Occupied Rooms

Cash
Comp
28 Day

Total Occupied Rooms

Vacant

Total Available Rooms

Percentage of Occupancy

Cash
Comp
28 Day

Total Occupancy Percentage

Vacant

Total (must equal 100.0%)

Revenue

Cash - Taxable

Comp
28 Day

Total Revenue

Average Rates

Cash
Comp
28 Day

Actual	Budget	Increase (Decrease)	
		\$	%
4,567	4,266	301	7.0%
-	-	-	0.0%
44,282	48,123	(3,841)	(8.0%)
48,849	52,389	(3,540)	(6.8%)
16,105	18,353	(2,248)	(12.2%)
64,954	70,742	(5,788)	(8.2%)
7.0%	6.0%	1.0	16.7%
0.0%	0.0%	-	0.0%
68.2%	68.0%	0.2	0.3%
75.2%	74.1%	1.1	1.5%
24.8%	25.9%	(1.1)	(4.2%)
100.0%	100.0%	-	0.0%
\$232,235	\$204,717	\$27,518	13.4%
\$0	\$0	\$0	0.0%
\$1,483,689	\$1,461,977	\$21,712	1.5%
\$1,715,924	\$1,666,694	\$49,230	3.0%
\$50.85	\$47.99	\$2.86	6.0%
\$0.00	\$0.00	\$0.00	0.0%
\$33.51	\$30.38	\$3.13	10.3%

Last Year	Increase (Decrease)	
	\$	%
4,224	343	8.1%
-	-	0.0%
48,123	(3,841)	(8.0%)
52,347	(3,498)	(6.7%)
17,409	(1,304)	(7.5%)
69,756	(4,802)	(6.9%)
6.1%	0.9	14.8%
0.0%	-	0.0%
69.0%	(0.8)	(1.2%)
75.0%	0.2	0.3%
25.0%	(0.2)	(0.8%)
100.0%	-	0.0%
\$204,721	\$27,514	13.4%
\$0	\$0	0.0%
\$1,462,068	\$21,621	1.5%
\$1,666,789	\$49,135	2.9%
\$48.47	\$2.38	4.9%
\$0.00	\$0.00	0.0%
\$30.38	\$3.13	10.3%

Reno-Sparks Convention and Visitors Authority

RV Park Statistics

July 2025

Occupied Rooms

Cash 9,789
Comp 192
28 Day 22,108

Total Occupied Rooms

Vacant 11,652

Total Available Rooms 43,741

Percentage of Occupancy

Cash 22.4%
Comp 0.4%
28 Day 50.5%

Total Occupancy Percentage

Vacant 26.6%

Total (must equal 100.0%) 100.0%

Revenue

Cash - Taxable

Comp \$15,568
28 Day \$626,754

Total Revenue \$1,245,636

Average Rates

Cash \$61.63
Comp \$81.08
28 Day \$28.35

Actual	Budget	Increase (Decrease)	
		\$	%
Cash 9,789	11,073	(1,284)	(11.6%)
Comp 192	151	41	27.2%
28 Day 22,108	20,159	1,949	9.7%
Total Occupied Rooms	31,383	706	2.2%
Vacant 11,652	12,885	(1,233)	(9.6%)
Total Available Rooms 43,741	44,268	(527)	(1.2%)
Cash 22.4%	25.0%	(2.6)	(10.4%)
Comp 0.4%	0.3%	0.1	33.3%
28 Day 50.5%	45.5%	5.0	11.0%
Total Occupancy Percentage	70.9%	2.5	3.5%
Vacant 26.6%	29.1%	(2.5)	(8.6%)
Total (must equal 100.0%) 100.0%	100.0%	-	0.0%
Cash - Taxable	\$569,164	\$34,150	6.0%
Comp \$15,568	\$8,352	\$7,216	86.4%
28 Day \$626,754	\$562,839	\$63,915	11.4%
Total Revenue \$1,245,636	\$1,140,355	\$105,281	9.2%
Cash	\$51.40	\$10.23	19.9%
Comp \$81.08	\$55.31	\$25.77	46.6%
28 Day \$28.35	\$27.92	\$0.43	1.5%

Last Year	Increase (Decrease)	
	\$	%
11,299	(1,510)	(13.4%)
151	41	27.2%
20,159	1,949	9.7%
31,609	480	1.5%
11,921	(269)	(2.3%)
43,530	211	0.5%
26.0%	(3.6)	(13.8%)
0.3%	0.1	33.3%
46.3%	4.2	9.1%
72.6%	0.8	1.1%
27.4%	(0.8)	(2.9%)
100.0%	-	0.0%
\$592,637	\$10,677	1.8%
\$8,352	\$7,216	86.4%
\$562,824	\$63,930	11.4%
\$1,163,813	\$81,823	7.0%
\$52.45	\$9.18	17.5%
\$55.31	\$25.77	46.6%
\$27.92	\$0.43	1.5%

Reno-Sparks Convention and Visitors Authority

Vacation Rental Statistics

July 2025

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	21,334	21,703	(369)	(1.7%)	21,488	(154)	(0.7%)
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	9,423	8,140	1,283	15.8%	8,140	1,283	15.8%
Total Occupied Rooms	30,757	29,843	914	3.1%	29,628	1,129	3.8%
Vacant	8,895	4,629	4,266	92.2%	9,010	(115)	(1.3%)
Total Available Rooms	39,652	34,472	5,180	15.0%	38,638	1,014	2.6%
Percentage of Occupancy							
Cash	53.8%	63.0%	(9.2)	(14.6%)	55.6%	(1.8)	(3.2%)
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	23.8%	23.6%	0.2	0.8%	21.1%	2.7	12.8%
Total Occupancy Percentage	77.6%	86.6%	(9.0)	(10.4%)	76.7%	0.9	1.2%
Vacant	22.4%	13.4%	9.0	67.2%	23.3%	(0.9)	(3.9%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$5,591,251	\$5,689,769	(\$98,518)	(1.7%)	\$5,792,770	(\$201,519)	(3.5%)
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$940,424	\$1,029,222	(\$88,798)	(8.6%)	\$1,029,182	(\$88,758)	(8.6%)
Total Revenue	\$6,531,675	\$6,718,991	(\$187,316)	(2.8%)	\$6,821,952	(\$290,277)	(4.3%)
Average Rates							
Cash	\$262.08	\$262.17	(\$0.09)	0.0%	\$269.58	(\$7.50)	(2.8%)
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$99.80	\$126.44	(\$26.64)	(21.1%)	\$126.44	(\$26.64)	(21.1%)

Reno-Sparks Convention and Visitors Authority

Timeshare Statistics

July 2025

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	2,624	3,368	(744)	(22.1%)	3,368	(744)	(22.1%)
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	-	-	-	0.0%	378	(378)	(100.0%)
Total Occupied Rooms	2,624	3,368	(744)	(22.1%)	3,746	(1,122)	(30.0%)
Vacant	9,292	3,832	5,460	142.5%	7,922	1,370	17.3%
Total Available Rooms	11,916	7,200	4,716	65.5%	11,668	248	2.1%
Percentage of Occupancy							
Cash	22.0%	46.8%	(24.8)	(53.0%)	28.9%	(6.9)	(23.9%)
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	0.0%	0.0%	-	0.0%	3.2%	(3.2)	(100.0%)
Total Occupancy Percentage	22.0%	46.8%	(24.8)	(53.0%)	32.1%	(10.1)	(31.5%)
Vacant	78.0%	53.2%	24.8	46.6%	67.9%	10.1	14.9%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$217,774	\$319,994	(\$102,220)	(31.9%)	\$319,989	(\$102,215)	(31.9%)
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$0	\$0	\$0	0.0%	\$33,345	(\$33,345)	(100.0%)
Total Revenue	\$217,774	\$319,994	(\$102,220)	(31.9%)	\$353,334	(\$135,560)	(38.4%)
Average Rates							
Cash	\$82.99	\$95.01	(\$12.02)	(12.7%)	\$95.01	(\$12.02)	(12.7%)
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%	\$88.21	(\$88.21)	(100.0%)

Reno-Sparks Convention and Visitors Authority

Home Owner Rental

July 2025

Occupied Rooms

Cash
Comp
28 Day

Total Occupied Rooms

Vacant

Total Available Rooms

Percentage of Occupancy

Cash
Comp
28 Day

Total Occupancy Percentage

Vacant

Total (must equal 100.0%)

Revenue

Cash - Taxable

Comp
28 Day

Total Revenue

Average Rates

Cash
Comp
28 Day

Actual	Budget	Increase (Decrease)	
		\$	%
-	-	-	-
-	-	-	-
-	-	-	-
-	-	-	-
-	-	-	-
-	-	-	-
0.0%	0.0%	-	-
0.0%	0.0%	-	-
0.0%	0.0%	-	-
0.0%	0.0%	-	-
0.0%	0.0%	-	-
0.0%	0.0%	-	-
0.0%	0.0%	-	-
\$0	\$0	-	0.0%
\$0	\$0	-	0.0%
\$0	\$0	-	0.0%
\$0	\$0	-	0.0%
\$0.00	\$0.00	\$0.00	0.0%
\$0.00	\$0.00	\$0.00	0.0%
\$0.00	\$0.00	\$0.00	0.0%

Last Year	Increase (Decrease)	
	\$	%
-	-	0.0%
-	-	0.0%
-	-	0.0%
-	-	0.0%
-	-	0.0%
-	-	0.0%
-	-	0.0%
0.0%	-	0.0%
0.0%	-	0.0%
0.0%	-	0.0%
0.0%	-	0.0%
0.0%	-	0.0%
0.0%	-	0.0%
0.0%	-	0.0%
\$0	\$0	0.0%
\$0	\$0	0.0%
\$0	\$0	0.0%
\$0	\$0	0.0%
\$0.00	\$0.00	0.0%
\$0.00	\$0.00	0.0%
\$0.00	\$0.00	0.0%

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

	July 2025		July 2024		Increase (Decrease)		Year to Date July 2025		Prior Year July 2024		Increase (Decrease)			
					\$	%					\$	%		
Reno B	\$	23,649,491	\$	21,694,381	\$	1,955,110	9.0%	\$	23,649,491	\$	21,694,381	\$	1,955,110	9.0%
Reno D	\$	9,661,171	\$	9,986,110	\$	(324,938)	-3.3%	\$	9,661,171	\$	9,986,110	\$	(324,939)	-3.3%
Reno E	\$	1,663,381	\$	1,381,613	\$	281,767	20.4%	\$	1,663,381	\$	1,381,613	\$	281,767	20.4%
Total Reno	\$	34,974,043	\$	33,062,104	\$	1,911,940	5.8%	\$	34,974,043	\$	33,062,104	\$	1,911,939	5.8%
Washoe A	\$	301,319	\$	110,191	\$	191,127	173.5%	\$	301,319	\$	110,191	\$	191,127	173.5%
Washoe B	\$	7,022,574	\$	10,875,004	\$	(3,852,430)	-35.4%	\$	7,022,574	\$	10,875,004	\$	(3,852,430)	-35.4%
Total Washoe County	\$	7,323,893	\$	10,985,195	\$	(3,661,302)	-33.3%	\$	7,323,893	\$	10,985,195	\$	(3,661,302)	-33.3%
Sparks	\$	5,678,802	\$	5,410,586	\$	268,216	5.0%	\$	5,678,802	\$	5,410,586	\$	268,216	5.0%
Total Taxable Revenue	\$	47,976,738	\$	49,457,884	\$	(1,481,146)	-3.0%	\$	47,976,738	\$	49,457,884	\$	(1,481,146)	-3.0%

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 (excluding Incline Village)
Washoe B	Incline Village

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

	July 2025	July 2024	Increase (Decrease)		Year to Date July 2025	Prior Year July 2024	Increase (Decrease)	
			#	%			#	%
Reno B	157,435	152,992	4,443	2.9%	157,435	152,992	4,443	2.9%
Reno D	73,803	77,762	(3,959)	(5.1%)	73,803	77,762	(3,959)	(5.1%)
Reno E	11,713	11,537	176	1.5%	11,713	11,537	176	1.5%
Total Reno	242,951	242,291	660	0.3%	242,951	242,291	660	0.3%
Washoe A	2,751	1,872	879	47.0%	2,751	1,872	879	47.0%
Washoe B	19,624	24,251	(4,627)	(19.1%)	19,624	24,251	(4,627)	(19.1%)
Total Washoe County	22,375	26,123	(3,748)	(14.3%)	22,375	26,123	(3,748)	(14.3%)
Sparks	46,833	46,007	826	1.8%	46,833	46,007	826	1.8%
Total Taxable Rooms	312,159	314,421	(2,262)	(0.7%)	312,159	314,421	(2,262)	(0.7%)

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
July 2025

	July 2025		July 2024		Increase (Decrease)		Year to Date July 2025	Prior Year July 2024		Increase (Decrease)				
					\$	%				\$	%			
Reno B	\$	150.22	\$	141.80	\$	8.42	5.9%	\$	150.22	\$	141.80	\$	8.42	5.9%
Reno D	\$	130.90	\$	128.42	\$	2.49	1.9%	\$	130.90	\$	128.42	\$	2.49	1.9%
Reno E	\$	142.01	\$	119.75	\$	22.26	18.6%	\$	142.01	\$	119.75	\$	22.26	18.6%
Total Reno	\$	143.96	\$	136.46	\$	7.50	5.5%	\$	143.96	\$	136.46	\$	7.50	5.5%
Washoe A	\$	109.53	\$	58.86	\$	50.67	86.1%	\$	109.53	\$	58.86	\$	50.67	86.1%
Washoe B	\$	357.86	\$	448.44	\$	(90.58)	-20.2%	\$	357.86	\$	448.44	\$	(90.58)	-20.2%
Total Washoe County	\$	327.32	\$	420.52	\$	(93.19)	-22.2%	\$	327.32	\$	420.52	\$	(93.19)	-22.2%
Sparks	\$	121.26	\$	117.60	\$	3.65	3.1%	\$	121.26	\$	117.60	\$	3.65	3.1%
Total Average Daily Rate	\$	153.69	\$	157.30	\$	(3.61)	-2.3%	\$	153.69	\$	157.30	\$	(3.61)	-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 except Incline
Washoe B	Incline Village