

RENO-SPARKS CONVENTION & VISITORS AUTHORITY

August 2025 Room Statistics Compared to the Prior Year

Taxable room revenues for the month of August 2025 are \$54,067,908 and below August of the prior year by \$1,778,059 (-3.2%). Cash occupied room nights of 327,545 are below prior year by 3,965 (-1.2%). Comp occupied room nights of 93,296 are above prior year by 3,852 (4.3%), and 28-day occupied room nights of 85,654 are below prior year by 1,077 (-1.2%). Total occupied rooms for the month of August 2025 (Cash, Comp, 28-day) are 1,190 (-0.2%) compared to the prior year.

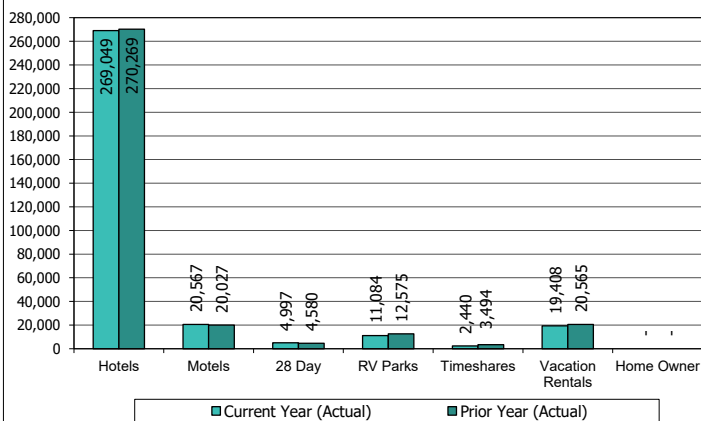
Overall, the Washoe County occupancy percentage of 75.3% for the month is 0.7% above to the 74.8% level of the prior year. There were 6,219 (-0.9%) less available rooms for the month compared to the prior year.

Overall cash average rates for August 2025 of \$165.07 decreased \$3.39 (-2.0%), compared to \$168.46 for the prior year.

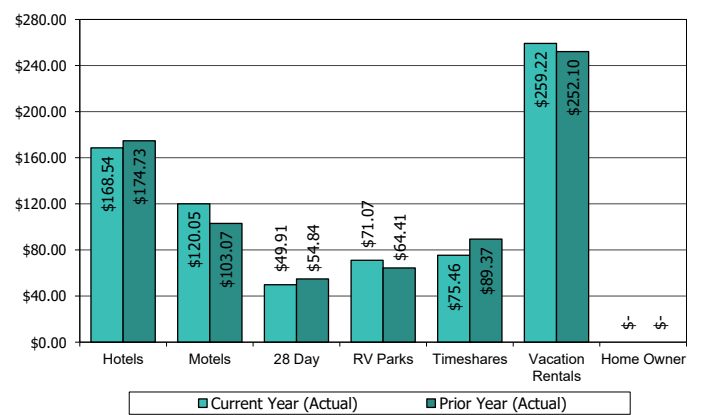
Year-to-date cash occupied room nights of 640,069 are 5,862 (-0.9%) below prior year. Cash average rates year-to-date of \$159.43 are \$3.60 (-2.2%) below the prior year. Year-to-date, total taxable room revenues of \$102,047,206 are (-3.1%) below prior year.

August 2025						
Segments	Available Rooms	Cash Occupied Rooms	Average Cash Rate		Increase (Decrease)	
			Current Year	Prior Year	\$	%
Hotels	481,070	269,049	\$168.54	\$174.73	(\$6.19)	-3.5%
Motels	37,406	20,567	\$120.05	\$103.07	\$16.98	16.5%
28 Day	65,273	4,997	\$49.91	\$54.84	(\$4.93)	-9.0%
RV Parks	43,059	11,084	\$71.07	\$64.41	\$6.66	10.3%
Timeshares	8,811	2,440	\$75.46	\$89.37	(\$13.91)	-15.6%
Vacation Rentals	37,010	19,408	\$259.22	\$252.10	\$7.12	2.8%
Home Owner	-	-	-	-	\$0.00	0.0%
Totals	672,629	327,545	\$165.07	\$168.46	(\$3.39)	-2.0%

CASH OCCUPIED ROOM NIGHTS



AVERAGE CASH RATES



Contact:
Courtney Jaeger, CPA
Vice President of Finance
cjaeger@renotahoeusa.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

August 2025

Description	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Taxable Room Revenues	\$54,067,908	\$50,917,421	\$3,150,487	6.2%	\$55,845,967	(\$1,778,059)	(3.2%)
Occupied Rooms - Cash	327,545	319,864	7,681	2.4%	331,510	(3,965)	(1.2%)
Average Rate - Cash	\$165.07	\$159.18	\$5.89	3.7%	\$168.46	(\$3.39)	(2.0%)
Occupied Rooms							
Cash	327,545	319,864	7,681	2.4%	331,510	(3,965)	(1.2%)
Comp	93,296	91,975	1,322	1.4%	89,444	3,852	4.3%
28 Day	85,654	83,568	2,086	2.5%	86,731	(1,077)	(1.2%)
Total Occupied Rooms	506,495	495,406	11,089	2.2%	507,685	(1,190)	(0.2%)
Percentage of Occupancy							
Cash	48.7%	47.0%	1.7	3.6%	48.8%	(0.1)	(0.2%)
Comp	13.9%	13.5%	0.4	3.0%	13.2%	0.7	5.3%
28 Day	12.7%	12.3%	0.4	3.3%	12.8%	(0.1)	(0.8%)
Total Percentage of Occupancy	75.3%	72.8%	2.5	3.4%	74.8%	0.5	0.7%
Market Segments							
Occupied Rooms - Cash							
Hotels	269,049	259,086	9,963	3.8%	270,269	(1,220)	(0.5%)
Motels	20,567	19,626	941	4.8%	20,027	540	2.7%
28 Day Motels	4,997	4,626	371	8.0%	4,580	417	9.1%
R.V. Parks	11,084	12,261	(1,177)	(9.6%)	12,575	(1,491)	(11.9%)
Vacation Rentals	19,408	20,771	(1,363)	(6.6%)	20,565	(1,157)	(5.6%)
Timehares	2,440	3,494	(1,054)	(30.2%)	3,494	(1,054)	(30.2%)
Home Owner Rentals	-	-	-	0.0%	-	-	0.0%
Total Occupied - Cash	327,545	319,864	7,681	2.4%	331,510	(3,965)	(1.2%)
Percentage of Occupancy - Cash							
Hotels	55.9%	53.5%	2.4	4.5%	56.2%	(0.3)	(0.5%)
Motels	55.0%	54.9%	0.1	0.2%	57.0%	(2.0)	(3.5%)
28 Day Motels	7.7%	6.5%	1.2	18.5%	6.5%	1.2	18.5%
R.V. Parks	25.7%	27.7%	(2.0)	(7.2%)	28.7%	(3.0)	(10.5%)
Vacation Rentals	52.4%	60.3%	(7.9)	(13.1%)	55.7%	(3.3)	(5.9%)
Timeshares	27.7%	31.2%	(3.5)	(11.2%)	29.6%	(1.9)	(6.4%)
Home Owner Rentals	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.0%
Total Occupancy Percentage - Cash	48.7%	47.0%	1.7	3.6%	48.8%	(0.1)	(0.2%)
Average Rates - Cash							
Hotels	\$168.54	\$164.25	\$4.29	2.6%	\$174.73	(\$6.19)	(3.5%)
Motels	\$120.05	\$99.46	\$20.59	20.7%	\$103.07	\$16.98	16.5%
28 Day Motels	\$49.91	\$53.19	(\$3.28)	(6.2%)	\$54.84	(\$4.93)	(9.0%)
R.V. Parks	\$71.07	\$63.12	\$7.95	12.6%	\$64.41	\$6.66	10.3%
Vacation Rentals	\$259.22	\$244.54	\$14.68	6.0%	\$252.10	\$7.12	2.8%
Timeshares	\$75.46	\$89.37	(\$13.91)	(15.6%)	\$89.37	(\$13.91)	(15.6%)
Home Owner Rentals	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
Total Cash Average Rate	\$165.07	\$159.18	\$5.89	3.7%	\$168.46	(\$3.39)	(2.0%)

Reno-Sparks Convention and Visitors Authority

Combined Room Statistics

August 2025

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	327,545	319,864	7,681	2.4%	331,510	(3,965)	(1.2%)
Comp	93,296	91,975	1,322	1.4%	89,444	3,852	4.3%
28 Day	85,654	83,568	2,086	2.5%	86,731	(1,077)	(1.2%)
Total Occupied Rooms	506,495	495,406	11,089	2.2%	507,685	(1,190)	(0.2%)
Vacant	166,134	185,487	(19,353)	(10.4%)	171,163	(5,029)	(2.9%)
Total Available Rooms	672,629	680,893	(8,264)	(1.2%)	678,848	(6,219)	(0.9%)
Percentage of Occupancy							
Cash	48.7%	47.0%	1.7	3.6%	48.8%	(0.1)	(0.2%)
Comp	13.9%	13.5%	0.4	3.0%	13.2%	0.7	5.3%
28 Day	12.7%	12.3%	0.4	3.3%	12.8%	(0.1)	(0.8%)
Total Occupancy Percentage	75.3%	72.8%	2.5	3.4%	74.8%	0.5	0.7%
Vacant	24.7%	27.2%	(2.5)	(9.2%)	25.2%	(0.5)	(2.0%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$54,067,908	\$50,917,421	\$3,150,487	6.2%	\$55,845,967	(\$1,778,059)	(3.2%)
Comp	\$14,912,848	\$13,361,981	\$1,550,867	11.6%	\$12,993,865	\$1,918,983	14.8%
28 Day	\$3,906,024	\$3,833,511	\$72,513	1.9%	\$4,183,345	(\$277,321)	(6.6%)
Total Revenue	\$72,886,780	\$68,112,914	\$4,773,866	7.0%	\$73,023,177	(\$136,397)	(0.2%)
Average Rates							
Cash	\$165.07	\$159.18	\$5.89	3.7%	\$168.46	(\$3.39)	(2.0%)
Comp	\$159.84	\$145.28	\$14.56	10.0%	\$145.27	\$14.57	10.0%
28 Day	\$45.60	\$45.87	(\$0.27)	(0.6%)	\$48.23	(\$2.63)	(5.5%)

Reno-Sparks Convention and Visitors Authority

Hotel Statistics

August 2025

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	269,049	259,086	9,963	3.8%	270,269	(1,220)	(0.5%)
Comp	93,174	91,806	1,369	1.5%	89,275	3,899	4.4%
28 Day	6,362	5,231	1,131	21.6%	8,394	(2,032)	(24.2%)
Total Occupied Rooms	368,585	356,122	12,463	3.5%	367,938	647	0.2%
Vacant	112,485	128,346	(15,861)	(12.4%)	113,233	(748)	(0.7%)
Total Available Rooms	481,070	484,468	(3,398)	(0.7%)	481,171	(101)	0.0%
Percentage of Occupancy							
Cash	55.9%	53.5%	2.4	4.5%	56.2%	(0.3)	(0.5%)
Comp	19.4%	18.9%	0.5	2.6%	18.6%	0.8	4.3%
28 Day	1.3%	1.1%	0.2	18.2%	1.7%	(0.4)	(23.5%)
Total Occupancy Percentage	76.6%	73.5%	3.1	4.2%	76.5%	0.1	0.1%
Vacant	23.4%	26.5%	(3.1)	(11.7%)	23.5%	(0.1)	(0.4%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$45,346,747	\$42,553,891	\$2,792,856	6.6%	\$47,223,984	(\$1,877,237)	(4.0%)
Comp	\$14,901,962	\$13,347,602	\$1,554,360	11.6%	\$12,979,485	\$1,922,477	14.8%
28 Day	\$692,524	\$578,639	\$113,885	19.7%	\$928,533	(\$236,009)	(25.4%)
Total Revenue	\$60,941,233	\$56,480,132	\$4,461,101	7.9%	\$61,132,002	(\$190,769)	(0.3%)
Average Rates							
Cash	\$168.54	\$164.25	\$4.29	2.6%	\$174.73	(\$6.19)	(3.5%)
Comp	\$159.94	\$145.39	\$14.55	10.0%	\$145.39	\$14.55	10.0%
28 Day	\$108.85	\$110.62	(\$1.77)	(1.6%)	\$110.62	(\$1.77)	(1.6%)

Reno-Sparks Convention and Visitors Authority

Motel Statistics

August 2025

Occupied Rooms

Cash 20,567
Comp 12
28 Day 2,801

Total Occupied Rooms

Vacant 14,026

Total Available Rooms 37,406

Percentage of Occupancy

Cash 55.0%
Comp 0.0%
28 Day 7.5%

Total Occupancy Percentage

Vacant 37.5%

Total (must equal 100.0%) 100.0%

Revenue

Cash - Taxable

Comp \$1,004
28 Day \$106,475

Total Revenue \$2,576,450

Average Rates

Cash \$120.05
Comp \$83.67
28 Day \$38.01

Actual	Budget	Increase (Decrease)	
		\$	%
20,567	19,626	941	4.8%
12	28	(16)	(57.1%)
2,801	3,254	(453)	(13.9%)
23,380	22,908	472	2.1%
14,026	12,835	1,191	9.3%
37,406	35,743	1,663	4.7%
55.0%	54.9%	0.1	0.2%
0.0%	0.1%	(0.1)	(100.0%)
7.5%	9.1%	(1.6)	(17.6%)
62.5%	64.1%	(1.6)	(2.5%)
37.5%	35.9%	1.6	4.5%
100.0%	100.0%	-	0.0%
\$2,468,971	\$1,952,098	\$516,873	26.5%
\$1,004	\$3,462	(\$2,458)	(71.0%)
\$106,475	\$203,147	(\$96,672)	(47.6%)
\$2,576,450	\$2,158,707	\$417,743	19.4%
\$120.05	\$99.46	\$20.59	20.7%
\$83.67	\$123.64	(\$39.97)	(32.3%)
\$38.01	\$62.43	(\$24.42)	(39.1%)

Last Year	Increase (Decrease)	
	\$	%
20,027	540	2.7%
28	(16)	(57.1%)
3,254	(453)	(13.9%)
23,309	71	0.3%
11,819	2,207	18.7%
35,128	2,278	6.5%
57.0%	(2.0)	(3.5%)
0.1%	(0.1)	(100.0%)
9.3%	(1.8)	(19.4%)
66.4%	(3.9)	(5.9%)
33.6%	3.9	11.6%
100.0%	-	0.0%
\$2,064,277	\$404,694	19.6%
\$3,462	(\$2,458)	(71.0%)
\$203,155	(\$96,680)	(47.6%)
\$2,270,894	\$305,556	13.5%
\$103.07	\$16.98	16.5%
\$123.64	(\$39.97)	(32.3%)
\$62.43	(\$24.42)	(39.1%)

Reno-Sparks Convention and Visitors Authority

28 Day Motel Statistics

August 2025

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	4,997	4,626	371	8.0%	4,580	417	9.1%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	45,420	48,169	(2,749)	(5.7%)	48,169	(2,749)	(5.7%)
Total Occupied Rooms	50,417	52,795	(2,378)	(4.5%)	52,749	(2,332)	(4.4%)
Vacant	14,856	17,947	(3,091)	(17.2%)	17,288	(2,432)	(14.1%)
Total Available Rooms	65,273	70,742	(5,469)	(7.7%)	70,037	(4,764)	(6.8%)
Percentage of Occupancy							
Cash	7.7%	6.5%	1.2	18.5%	6.5%	1.2	18.5%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	69.6%	68.1%	1.5	2.2%	68.8%	0.8	1.2%
Total Occupancy Percentage	77.2%	74.6%	2.6	3.5%	75.3%	1.9	2.5%
Vacant	22.8%	25.4%	(2.6)	(10.2%)	24.7%	(1.9)	(7.7%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$249,388	\$246,069	\$3,319	1.3%	\$251,174	(\$1,786)	(0.7%)
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$1,478,167	\$1,568,383	(\$90,216)	(5.8%)	\$1,568,279	(\$90,112)	(5.7%)
Total Revenue	\$1,727,555	\$1,814,451	(\$86,896)	(4.8%)	\$1,819,453	(\$91,898)	(5.1%)
Average Rates							
Cash	\$49.91	\$53.19	(\$3.28)	(6.2%)	\$54.84	(\$4.93)	(9.0%)
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$32.54	\$32.56	(\$0.02)	(0.1%)	\$32.56	(\$0.02)	(0.1%)

Reno-Sparks Convention and Visitors Authority

RV Park Statistics

August 2025

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	11,084	12,261	(1,177)	(9.6%)	12,575	(1,491)	(11.9%)
Comp	110	141	(31)	(22.0%)	141	(31)	(22.0%)
28 Day	21,803	20,113	1,690	8.4%	20,113	1,690	8.4%
Total Occupied Rooms	32,997	32,515	482	1.5%	32,829	168	0.5%
Vacant	10,062	11,753	(1,691)	(14.4%)	10,912	(850)	(7.8%)
Total Available Rooms	43,059	44,268	(1,209)	(2.7%)	43,741	(682)	(1.6%)
Percentage of Occupancy							
Cash	25.7%	27.7%	(2.0)	(7.2%)	28.7%	(3.0)	(10.5%)
Comp	0.3%	0.3%	-	0.0%	0.3%	-	0.0%
28 Day	50.6%	45.4%	5.2	11.5%	46.0%	4.6	10.0%
Total Occupancy Percentage	76.6%	73.4%	3.2	4.4%	75.1%	1.5	2.0%
Vacant	23.4%	26.6%	(3.2)	(12.0%)	24.9%	(1.5)	(6.0%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$787,742	\$773,913	\$13,829	1.8%	\$809,918	(\$22,176)	(2.7%)
Comp	\$9,882	\$10,918	(\$1,036)	(9.5%)	\$10,918	(\$1,036)	(9.5%)
28 Day	\$597,461	\$562,963	\$34,498	6.1%	\$562,984	\$34,477	6.1%
Total Revenue	\$1,395,085	\$1,347,793	\$47,292	3.5%	\$1,383,820	\$11,265	0.8%
Average Rates							
Cash	\$71.07	\$63.12	\$7.95	12.6%	\$64.41	\$6.66	10.3%
Comp	\$89.84	\$77.43	\$12.41	16.0%	\$77.43	\$12.41	16.0%
28 Day	\$27.40	\$27.99	(\$0.59)	(2.1%)	\$27.99	(\$0.59)	(2.1%)

Reno-Sparks Convention and Visitors Authority

Vacation Rental Statistics

August 2025

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	19,408	20,771	(1,363)	(6.6%)	20,565	(1,157)	(5.6%)
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	9,268	6,801	2,467	36.3%	6,801	2,467	36.3%
Total Occupied Rooms	28,676	27,572	1,104	4.0%	27,366	1,310	4.8%
Vacant	8,334	6,900	1,434	20.8%	9,587	(1,253)	(13.1%)
Total Available Rooms	37,010	34,472	2,538	7.4%	36,953	57	0.2%
Percentage of Occupancy							
Cash	52.4%	60.3%	(7.9)	(13.1%)	55.7%	(3.3)	(5.9%)
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	25.0%	19.7%	5.3	26.9%	18.4%	6.6	35.9%
Total Occupancy Percentage	77.5%	80.0%	(2.5)	(3.1%)	74.1%	3.4	4.6%
Vacant	22.5%	20.0%	2.5	12.5%	25.9%	(3.4)	(13.1%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$5,030,947	\$5,079,192	(\$48,245)	(0.9%)	\$5,184,370	(\$153,423)	(3.0%)
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$1,031,397	\$920,379	\$111,018	12.1%	\$920,394	\$111,003	12.1%
Total Revenue	\$6,062,344	\$5,999,572	\$62,772	1.0%	\$6,104,764	(\$42,420)	(0.7%)
Average Rates							
Cash	\$259.22	\$244.54	\$14.68	6.0%	\$252.10	\$7.12	2.8%
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$111.29	\$135.33	(\$24.04)	(17.8%)	\$135.33	(\$24.04)	(17.8%)

Reno-Sparks Convention and Visitors Authority

Timeshare Statistics

August 2025

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	2,440	3,494	(1,054)	(30.2%)	3,494	(1,054)	(30.2%)
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	-	-	-	0.0%	-	-	0.0%
Total Occupied Rooms	2,440	3,494	(1,054)	(30.2%)	3,494	(1,054)	(30.2%)
Vacant	6,371	7,706	(1,335)	(17.3%)	8,324	(1,953)	(23.5%)
Total Available Rooms	8,811	11,200	(2,389)	(21.3%)	11,818	(3,007)	(25.4%)
Percentage of Occupancy							
Cash	27.7%	31.2%	(3.5)	(11.2%)	29.6%	(1.9)	(6.4%)
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	27.7%	31.2%	(3.5)	(11.2%)	29.6%	(1.9)	(6.4%)
Vacant	72.3%	68.8%	3.5	5.1%	70.4%	1.9	2.7%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$184,113	\$312,259	(\$128,146)	(41.0%)	\$312,244	(\$128,131)	(41.0%)
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
Total Revenue	\$184,113	\$312,259	(\$128,146)	(41.0%)	\$312,244	(\$128,131)	(41.0%)
Average Rates							
Cash	\$75.46	\$89.37	(\$13.91)	(15.6%)	\$89.37	(\$13.91)	(15.6%)
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

August 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	\$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	0.0%
\$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

Combined Room Statistics - Year To Date

July 2025 - August 2025

Description	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Taxable Room Revenues	\$102,047,206	\$98,126,819	\$3,920,387	4.0%	\$105,303,852	(\$3,256,646)	(3.1%)
Occupied Rooms - Cash	640,069	626,573	13,496	2.2%	645,931	(5,862)	(0.9%)
Average Rate - Cash	\$159.43	\$156.61	\$2.82	1.8%	\$163.03	(\$3.60)	(2.2%)
Occupied Rooms							
Cash	640,069	626,573	13,496	2.2%	645,931	(5,862)	(0.9%)
Comp	179,421	183,849	(4,428)	(2.4%)	178,788	633	0.4%
28 Day	172,045	167,319	4,726	2.8%	173,391	(1,346)	(0.8%)
Total Occupied Rooms	991,535	977,741	13,794	1.4%	998,110	(6,575)	(0.7%)
Percentage of Occupancy							
Cash	47.5%	46.3%	1.2	2.6%	47.7%	(0.2)	(0.4%)
Comp	13.3%	13.6%	(0.3)	(2.2%)	13.2%	0.1	0.8%
28 Day	12.8%	12.4%	0.4	3.2%	12.8%	-	0.0%
Total Percentage of Occupancy	73.6%	72.2%	1.4	1.9%	73.7%	(0.1)	(0.1%)
Market Segments							
Occupied Rooms - Cash							
Hotels	522,333	505,810	16,523	3.3%	524,336	(2,003)	(0.4%)
Motels	41,128	39,202	1,926	4.9%	40,002	1,126	2.8%
28 Day Motels	9,929	8,892	1,037	11.7%	8,804	1,125	12.8%
R.V. Parks	20,873	23,334	(2,461)	(10.5%)	23,874	(3,001)	(12.6%)
Vacation Rentals	40,742	42,474	(1,732)	(4.1%)	42,053	(1,311)	(3.1%)
Timeshares	5,064	6,862	(1,798)	(26.2%)	6,862	(1,798)	(26.2%)
Home Owner Rentals	-	-	-	#DIV/0!	-	-	#DIV/0!
Total Occupied - Cash	640,069	626,573	13,496	2.2%	645,931	(5,862)	(0.9%)
Percentage of Occupancy - Cash							
Hotels	54.6%	52.4%	2.2	4.2%	54.7%	(0.1)	(0.2%)
Motels	55.0%	54.8%	0.2	0.4%	57.9%	(2.9)	(5.0%)
28 Day Motels	7.6%	6.3%	1.3	20.6%	6.3%	1.3	20.6%
R.V. Parks	24.0%	26.4%	(2.4)	(9.1%)	27.4%	(3.4)	(12.4%)
Vacation Rentals	53.1%	61.6%	(8.5)	(13.8%)	55.6%	(2.5)	(4.5%)
Timeshares	24.4%	37.3%	(12.9)	(34.6%)	29.2%	(4.8)	(16.4%)
Home Owner Rentals	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.0%
Total Occupancy Percentage - Cash	47.5%	46.3%	1.2	2.6%	47.7%	(0.2)	(0.4%)
Average Rates - Cash							
Hotels	\$161.84	\$160.49	\$1.35	0.8%	\$167.69	(\$5.85)	(3.5%)
Motels	\$112.22	\$95.71	\$16.51	17.3%	\$97.75	\$14.47	14.8%
28 Day Motels	\$48.76	\$50.70	(\$1.94)	(3.8%)	\$51.78	(\$3.02)	(5.8%)
R.V. Parks	\$66.64	\$57.56	\$9.08	15.8%	\$58.75	\$7.89	13.4%
Vacation Rental	\$260.72	\$253.55	\$7.17	2.8%	\$261.03	(\$0.31)	(0.1%)
Timeshares	\$79.36	\$92.14	(\$12.78)	(13.9%)	\$92.14	(\$12.78)	(13.9%)
Home Owner Rentals	\$0.00	\$0.00	\$0.00	#DIV/0!	\$0.00	\$0.00	#DIV/0!
Total Cash Average Rate	\$159.43	\$156.61	\$2.82	1.8%	\$163.03	(\$3.60)	(2.2%)

Reno-Sparks Convention and Visitors Authority

Combined Room Statistics - Year To Date

July 2025 - August 2025

	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	640,069	626,573	13,496	2.2%	645,931	(5,862)	(0.9%)
Comp	179,421	183,849	(4,428)	(2.4%)	178,788	633	0.4%
28 Day	172,045	167,319	4,726	2.8%	173,391	(1,346)	(0.8%)
Total Occupied Rooms	991,535	977,741	13,794	1.4%	998,110	(6,575)	(0.7%)
Vacant	355,512	376,077	(20,565)	(5.5%)	355,611	(99)	0.0%
Total Available Rooms	1,347,047	1,353,818	(6,771)	(0.5%)	1,353,721	(6,674)	(0.5%)
Percentage of Occupancy							
Cash	47.5%	46.3%	1.2	2.6%	47.7%	(0.2)	(0.4%)
Comp	13.3%	13.6%	(0.3)	(2.2%)	13.2%	0.1	0.8%
28 Day	12.8%	12.4%	0.4	3.2%	12.8%	-	0.0%
Total Occupancy Percentage	73.6%	72.2%	1.4	1.9%	73.7%	(0.1)	(0.1%)
Vacant	26.4%	27.8%	(1.4)	(5.0%)	26.3%	0.1	0.4%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$102,047,206	\$98,126,819	\$3,920,387	4.0%	\$105,303,852	(\$3,256,646)	(3.1%)
Comp	\$26,573,387	\$25,384,859	\$1,188,528	4.7%	\$24,685,395	\$1,887,992	7.6%
28 Day	\$7,843,710	\$7,471,904	\$371,806	5.0%	\$8,125,319	(\$281,609)	(3.5%)
Total Revenue	\$136,464,303	\$130,983,582	\$5,480,721	4.2%	\$138,114,566	(\$1,650,263)	(1.2%)
Average Rates							
Cash	\$159.43	\$156.61	\$2.82	1.8%	\$163.03	(\$3.60)	(2.2%)
Comp	\$148.11	\$138.07	\$10.04	7.3%	\$138.07	\$10.04	7.3%
28 Day	\$45.59	\$44.66	\$0.93	2.1%	\$46.86	(\$1.27)	(2.7%)

Reno-Sparks Convention and Visitors Authority

Hotel Statistics - Year To Date

July 2025 - August 2025

	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	522,333	505,810	16,523	3.3%	524,336	(2,003)	(0.4%)
Comp	179,066	183,473	(4,407)	(2.4%)	178,412	654	0.4%
28 Day	13,625	9,459	4,166	44.0%	15,153	(1,528)	(10.1%)
Total Occupied Rooms	715,024	698,742	16,282	2.3%	717,901	(2,877)	(0.4%)
Vacant	241,976	266,226	(24,250)	(9.1%)	240,547	1,429	0.6%
Total Available Rooms	957,000	964,968	(7,968)	(0.8%)	958,448	(1,448)	(0.2%)
Percentage of Occupancy							
Cash	54.6%	52.4%	2.2	4.2%	54.7%	(0.1)	(0.2%)
Comp	18.7%	19.0%	(0.3)	(1.6%)	18.6%	0.1	0.5%
28 Day	1.4%	1.0%	0.4	40.0%	1.6%	(0.2)	(12.5%)
Total Occupancy Percentage	74.7%	72.4%	2.3	3.2%	74.9%	(0.2)	(0.3%)
Vacant	25.3%	27.6%	(2.3)	(8.3%)	25.1%	0.2	0.8%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$84,532,574	\$81,179,913	\$3,352,661	4.1%	\$87,926,017	(\$3,393,443)	(3.9%)
Comp	\$26,542,552	\$25,355,127	\$1,187,425	4.7%	\$24,655,663	\$1,886,889	7.7%
28 Day	\$1,451,956	\$1,030,116	\$421,840	41.0%	\$1,650,224	(\$198,268)	(12.0%)
Total Revenue	\$112,527,082	\$107,565,157	\$4,961,925	4.6%	\$114,231,904	(\$1,704,822)	(1.5%)
Average Rates							
Cash	\$161.84	\$160.49	\$1.35	0.8%	\$167.69	(\$5.85)	(3.5%)
Comp	\$148.23	\$138.20	\$10.03	7.3%	\$138.20	\$10.03	7.3%
28 Day	\$106.57	\$108.90	(\$2.33)	(2.1%)	\$108.90	(\$2.33)	(2.1%)

Reno-Sparks Convention and Visitors Authority

Motel Statistics - Year To Date

July 2025 - August 2025

	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	41,128	39,202	1,926	4.9%	40,002	1,126	2.8%
Comp	53	84	(31)	(36.9%)	84	(31)	(36.9%)
28 Day	5,636	6,355	(719)	(11.3%)	6,355	(719)	(11.3%)
Total Occupied Rooms	46,817	45,641	1,176	2.6%	46,441	376	0.8%
Vacant	27,946	25,845	2,101	8.1%	22,691	5,255	23.2%
Total Available Rooms	74,763	71,486	3,277	4.6%	69,132	5,631	8.1%
Percentage of Occupancy							
Cash	55.0%	54.8%	0.2	0.4%	57.9%	(2.9)	(5.0%)
Comp	0.1%	0.1%	-	0.0%	0.1%	-	0.0%
28 Day	7.5%	8.9%	(1.4)	(15.7%)	9.2%	(1.7)	(18.5%)
Total Occupancy Percentage	62.6%	63.8%	(1.2)	(1.9%)	67.2%	(4.6)	(6.8%)
Vacant	37.4%	36.2%	1.2	3.3%	32.8%	4.6	14.0%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$4,615,308	\$3,751,830	\$863,478	23.0%	\$3,910,011	\$705,297	18.0%
Comp	\$5,385	\$10,462	(\$5,077)	(48.5%)	\$10,462	(\$5,077)	(48.5%)
28 Day	\$214,802	336,025.07	(\$121,223)	(36.1%)	\$336,019	(\$121,217)	(36.1%)
Total Revenue	\$4,835,495	\$4,098,317	\$737,178	18.0%	\$4,256,492	\$579,003	13.6%
Average Rates							
Cash	\$112.22	\$95.71	\$16.51	17.3%	\$97.75	\$14.47	14.8%
Comp	\$101.60	\$124.55	(\$22.95)	(18.4%)	\$124.55	(\$22.95)	(18.4%)
28 Day	\$38.11	\$52.88	(\$14.77)	(27.9%)	\$52.87	(\$14.76)	(27.9%)

Reno-Sparks Convention and Visitors Authority

28 Day Motel Statistics - Year To Date

July 2025 - August 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)		Prior Year	Increase (Decrease)	
		\$	%		\$	%
9,929	8,892	1,037	11.7%	8,804	1,125	12.8%
-	-	-	0.0%	-	-	0.0%
90,182	96,292	(6,110)	(6.3%)	96,292	(6,110)	(6.3%)
100,111	105,184	(5,073)	(4.8%)	105,096	(4,985)	(4.7%)
30,984	36,300	(5,316)	(14.6%)	34,697	(3,713)	(10.7%)
131,095	141,484	(10,389)	(7.3%)	139,793	(8,698)	(6.2%)
7.6%	6.3%	1.3	20.6%	6.3%	1.3	20.6%
0.0%	0.0%	-	0.0%	0.0%	-	0.0%
68.8%	68.1%	0.7	1.0%	68.9%	(0.1)	(0.1%)
76.4%	74.3%	2.1	2.8%	75.2%	1.2	1.6%
23.6%	25.7%	(2.1)	(8.2%)	24.8%	(1.2)	(4.8%)
100.0%	100.0%	-	0.0%	100.0%	-	0.0%
\$484,183	\$450,785	\$33,398	7.4%	\$455,895	\$28,288	6.2%
\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
\$2,980,916	\$3,030,359	(\$49,443)	(1.6%)	\$3,030,347	(\$49,431)	(1.6%)
\$3,465,099	\$3,481,145	(\$16,046)	(0.5%)	\$3,486,242	(\$21,143)	(0.6%)
\$48.76	\$50.70	(\$1.94)	(3.8%)	\$51.78	(\$3.02)	(5.8%)
\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
\$33.05	\$31.47	\$1.58	5.0%	\$31.47	\$1.58	5.0%

Reno-Sparks Convention and Visitors Authority

RV Park Statistics - Year To Date

July 2025 - August 2025

	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	20,873	23,334	(2,461)	(10.5%)	23,874	(3,001)	(12.6%)
Comp	302	292	10	3.4%	292	10	3.4%
28 Day	43,911	40,272	3,639	9.0%	40,272	3,639	9.0%
Total Occupied Rooms	65,086	63,898	1,188	1.9%	64,438	648	1.0%
Vacant	21,714	24,638	(2,924)	(11.9%)	22,833	(1,119)	(4.9%)
Total Available Rooms	86,800	88,536	(1,736)	(2.0%)	87,271	(471)	(0.5%)
Percentage of Occupancy							
Cash	24.0%	26.4%	(2.4)	(9.1%)	27.4%	(3.4)	(12.4%)
Comp	0.3%	0.3%	-	0.0%	0.3%	-	0.0%
28 Day	50.6%	45.5%	5.1	11.2%	46.1%	4.5	9.8%
Total Occupancy Percentage	75.0%	72.2%	2.8	3.9%	73.8%	1.2	1.6%
Vacant	25.0%	27.8%	(2.8)	(10.1%)	26.2%	(1.2)	(4.6%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$1,391,056	\$1,343,077	\$47,979	3.6%	\$1,402,555	(\$11,499)	(0.8%)
Comp	\$25,450	\$19,269	\$6,181	32.1%	\$19,270	\$6,180	32.1%
28 Day	\$1,224,215	\$1,125,802	\$98,413	8.7%	\$1,125,808	\$98,407	8.7%
Total Revenue	\$2,640,721	\$2,488,149	\$152,572	6.1%	\$2,547,633	\$93,088	3.7%
Average Rates							
Cash	\$66.64	\$57.56	\$9.08	15.8%	\$58.75	\$7.89	13.4%
Comp	\$84.27	\$65.99	\$18.28	27.7%	\$65.99	\$18.28	27.7%
28 Day	\$27.88	\$27.95	(\$0.07)	(0.3%)	\$27.96	(\$0.08)	(0.3%)

Reno-Sparks Convention and Visitors Authority

Vacation Rental Statistics - Year To Date

July 2025 - August 2025

	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	40,742	42,474	(1,732)	(4.1%)	42,053	(1,311)	(3.1%)
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	18,691	14,941	3,750	25.1%	14,941	3,750	25.1%
Total Occupied Rooms	59,433	57,415	2,018	3.5%	56,994	2,439	4.3%
Vacant	17,229	11,529	5,700	49.4%	18,597	(1,368)	(7.4%)
Total Available Rooms	76,662	68,944	7,718	11.2%	75,591	1,071	1.4%
Percentage of Occupancy							
Cash	53.1%	61.6%	(8.5)	(13.8%)	55.6%	(2.5)	(4.5%)
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	24.4%	21.7%	2.7	12.4%	19.8%	4.6	23.2%
Total Occupancy Percentage	77.5%	83.3%	(5.8)	(7.0%)	75.4%	2.1	2.8%
Vacant	22.5%	16.7%	5.8	34.7%	24.6%	(2.1)	(8.5%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$10,622,198	\$10,768,962	(\$146,764)	(1.4%)	\$10,977,141	(\$354,943)	(3.2%)
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$1,971,821	\$1,949,601	\$22,220	1.1%	\$1,949,576	\$22,245	1.1%
Total Revenue	\$12,594,019	\$12,718,563	(\$124,544)	(1.0%)	\$12,926,717	(\$332,698)	(2.6%)
Average Rates							
Cash	\$260.72	\$253.55	\$7.17	2.8%	\$261.03	(\$0.31)	(0.1%)
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$105.50	\$130.49	(\$24.99)	(19.2%)	\$130.48	(\$24.98)	(19.1%)

Reno-Sparks Convention and Visitors Authority

Timeshare Statistics - Year To Date

July 2025 - August 2025

	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	5,064	6,862	(1,798)	(26.2%)	6,862	(1,798)	(26.2%)
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	-	-	-	0.0%	378	(378)	(100.0%)
Total Occupied Rooms	5,064	6,862	(1,798)	(26.2%)	7,240	(2,176)	(30.1%)
Vacant	15,663	11,538	4,125	35.8%	16,246	(583)	(3.6%)
Total Available Rooms	20,727	18,400	2,327	12.6%	23,486	(2,759)	(11.7%)
Percentage of Occupancy							
Cash	24.4%	37.3%	(12.9)	(34.6%)	29.2%	(4.8)	(16.4%)
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	0.0%	0.0%	-	0.0%	1.6%	(1.6)	(100.0%)
Total Occupancy Percentage	24.4%	37.3%	(12.9)	(34.6%)	30.8%	(6.4)	(20.8%)
Vacant	75.6%	62.7%	12.9	20.6%	69.2%	6.4	9.2%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$401,887	\$632,252	(\$230,365)	(36.4%)	\$632,233	(\$230,346)	(36.4%)
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	\$401,887	\$632,252	(\$230,365)	(36.4%)	\$665,578	(\$263,691)	(39.6%)
Average Rates							
Cash	\$79.36	\$92.14	(\$12.78)	(13.9%)	\$92.14	(\$12.78)	(13.9%)
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%	\$88.21	(\$88.21)	(100.0%)

Reno-Sparks Convention and Visitors Authority

Home Owner Rentals - Year To Date

July 2025 - August 2025

	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	-	-	-	0.0%	-	-	0.0%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	-	-	-	0.0%	-	-	0.0%
Total Occupied Rooms	-	-	-	0.0%	-	-	0.0%
Vacant	-	-	-	0.0%	-	-	0.0%
Total Available Rooms	-	-	-	0.0%	-	-	0.0%
Percentage of Occupancy							
Cash	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
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	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
Vacant	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
Total (must equal 100.0%)	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
Revenue							
Cash - Taxable	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
Total Revenue	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
Average Rates							
Cash	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
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
Taxable Revenue by District
August 2025**

	August 2025		August 2024		Increase (Decrease)		Year to Date July - August 2025		Prior Year July - August 2024		Increase (Decrease)	
	\$		\$		\$	%	\$		\$		\$	%
Reno B	\$	26,012,499	\$	26,522,855	\$	(510,356)	-1.9%	\$	49,664,550	\$	48,217,236	3.0%
Reno D	\$	12,211,763	\$	12,061,130	\$	150,634	1.2%	\$	21,872,934	\$	22,047,240	-0.8%
Reno E	\$	1,726,262	\$	1,021,794	\$	704,468	68.9%	\$	3,389,643	\$	2,403,407	41.0%
Total Reno	\$	39,950,524	\$	39,605,778	\$	344,747	0.9%	\$	74,927,127	\$	72,667,882	3.1%
Washoe A	\$	290,361	\$	172,778	\$	117,583	68.1%	\$	591,679	\$	282,969	109.1%
Washoe B	\$	6,671,613	\$	9,473,828	\$	(2,802,215)	-29.6%	\$	13,694,187	\$	20,348,832	-32.7%
Total Washoe County	\$	6,961,974	\$	9,646,606	\$	(2,684,632)	-27.8%	\$	14,285,866	\$	20,631,801	-30.8%
Sparks	\$	7,155,411	\$	6,593,583	\$	561,828	8.5%	\$	12,834,212	\$	12,004,169	6.9%
Total Taxable Revenue	\$	54,067,908	\$	55,845,967	\$	(1,778,059)	-3.2%	\$	102,047,206	\$	105,303,852	-3.1%

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
August 2025**

	July August	July August	Increase (Decrease)		Year to Date July - August 2025	Prior Year July - August 2024	Increase (Decrease)	
			#	%			#	%
Reno B	161,523	164,366	(2,843)	(1.7%)	319,323	317,358	1,965	0.6%
Reno D	80,051	84,831	(4,780)	(5.6%)	153,854	162,593	(8,739)	(5.4%)
Reno E	11,326	7,410	3,916	52.8%	23,039	18,947	4,092	21.6%
Total Reno	252,900	256,607	(3,707)	(1.4%)	496,216	498,898	(2,682)	(0.5%)
Washoe A	2,423	1,821	602	33.1%	5,174	3,693	1,481	40.1%
Washoe B	18,282	22,511	(4,229)	(18.8%)	37,906	46,762	(8,856)	(18.9%)
Total Washoe County	20,705	24,332	(3,627)	(14.9%)	43,080	50,455	(7,375)	(14.6%)
Sparks	53,940	50,571	3,369	6.7%	100,773	96,578	4,195	4.3%
Total Taxable Rooms	327,545	331,510	(3,965)	(1.2%)	640,069	645,931	(5,862)	(0.9%)

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

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

	August 2025		August 2024		Increase (Decrease)		Year to Date August 2025	Prior Year August 2024		Increase (Decrease)				
					\$	%				\$	%			
Reno B	\$	161.05	\$	161.36	\$	(0.32)	-0.2%	\$	155.53	\$	151.93	\$	3.60	2.4%
Reno D	\$	152.55	\$	142.18	\$	10.37	7.3%	\$	142.17	\$	135.60	\$	6.57	4.8%
Reno E	\$	152.42	\$	137.89	\$	14.52	10.5%	\$	147.13	\$	126.85	\$	20.28	16.0%
Total Reno	\$	157.97	\$	154.34	\$	3.63	2.3%	\$	151.00	\$	145.66	\$	5.34	3.7%
Washoe A	\$	119.84	\$	94.88	\$	24.95	26.3%	\$	114.36	\$	76.62	\$	37.73	49.2%
Washoe B	\$	364.93	\$	420.85	\$	(55.93)	-13.3%	\$	361.27	\$	435.16	\$	(73.89)	-17.0%
Total Washoe County	\$	336.25	\$	396.46	\$	(60.21)	-15.2%	\$	331.61	\$	408.91	\$	(77.30)	-18.9%
Sparks	\$	132.66	\$	130.38	\$	2.27	1.7%	\$	127.36	\$	124.30	\$	3.06	2.5%
Total Average Daily Rate	\$	165.07	\$	168.46	\$	(3.39)	-2.0%	\$	159.43	\$	163.03	\$	(3.59)	-2.2%

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