

RENO-SPARKS CONVENTION & VISITORS AUTHORITY

September 2025 Room Statistics Compared to the Prior Year

Taxable room revenues for the month of September 2025 are \$41,926,098 and below September of the prior year by \$1,290,556 (-3.0%). Cash occupied room nights of 285,741 are below prior year by 7,362 (-2.5%). Comp occupied room nights of 77,420 are below prior year by 5,418 (-6.5%), and 28-day occupied room nights of 82,950 are below prior year by 5,004 (-5.7%). Total occupied rooms for the month of September 2025 (Cash, Comp, 28-day) are 17,784 (-3.8%) compared to the prior year.

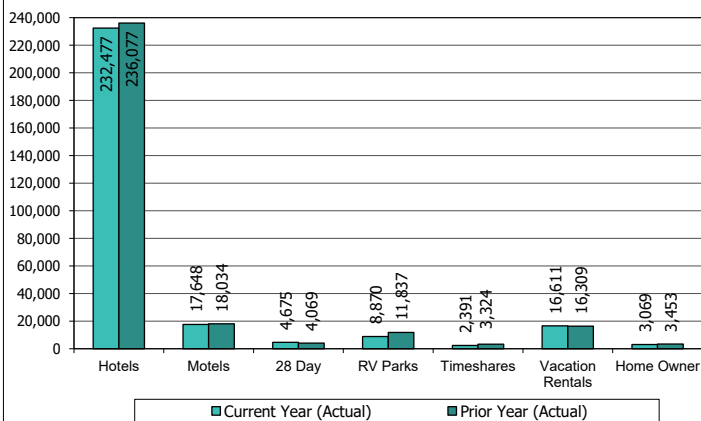
Overall, the Washoe County occupancy percentage of 65.2% for the month is -2.8% below to the 67.1% level of the prior year. There were 7,527 (-1.1%) less available rooms for the month compared to the prior year.

Overall cash average rates for September 2025 of \$146.73 decreased \$0.72 (-0.5%), compared to \$147.45 for the prior year.

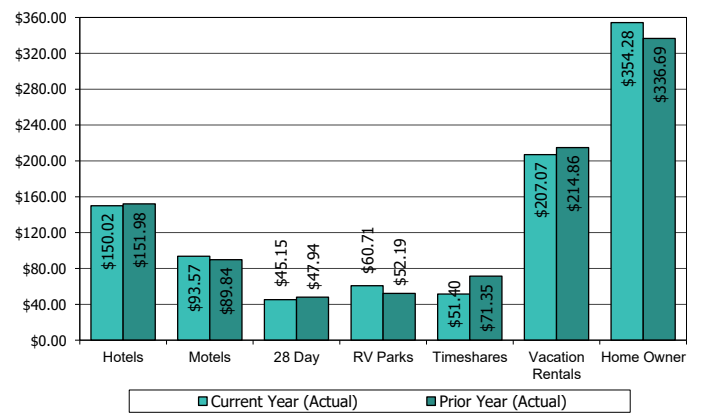
Year-to-date cash occupied room nights of 925,810 are 13,224 (-1.4%) below prior year. Cash average rates year-to-date of \$155.51 are \$2.65 (-1.7%) below the prior year. Year-to-date, total taxable room revenues of \$143,973,304 are (-3.1%) below prior year.

September 2025						
Segments	Available Rooms	Cash Occupied Rooms	Average Cash Rate		Increase (Decrease)	
			Current Year	Prior Year	\$	%
Hotels	478,413	232,477	\$150.02	\$151.98	(\$1.96)	-1.3%
Motels	35,756	17,648	\$93.57	\$89.84	\$3.73	4.2%
28 Day	63,033	4,675	\$45.15	\$47.94	(\$2.79)	-5.8%
RV Parks	41,610	8,870	\$60.71	\$52.19	\$8.52	16.3%
Timeshares	6,536	2,391	\$51.40	\$71.35	(\$19.95)	-28.0%
Vacation Rentals	34,592	16,611	\$207.07	\$214.86	(\$7.79)	-3.6%
Home Owner	23,788	3,069	\$354.28	\$336.69	\$17.59	5.2%
Totals	683,728	285,741	\$146.73	\$147.45	(\$0.72)	-0.5%

CASH OCCUPIED ROOM NIGHTS



AVERAGE CASH RATES



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Reno-Sparks Convention and Visitors Authority

Combined Room Statistics

September 2025

Description	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Taxable Room Revenues	\$41,926,098	\$40,603,665	\$1,322,433	3.3%	\$43,216,654	(\$1,290,556)	(3.0%)
Occupied Rooms - Cash	285,741	287,296	(1,555)	(0.5%)	293,103	(7,362)	(2.5%)
Average Rate - Cash	\$146.73	\$141.33	\$5.40	3.8%	\$147.45	(\$0.72)	(0.5%)
Occupied Rooms							
Cash	285,741	287,296	(1,555)	(0.5%)	293,103	(7,362)	(2.5%)
Comp	77,420	85,363	(7,943)	(9.3%)	82,838	(5,418)	(6.5%)
28 Day	82,950	84,791	(1,841)	(2.2%)	87,954	(5,004)	(5.7%)
Total Occupied Rooms	446,111	457,450	(11,339)	(2.5%)	463,895	(17,784)	(3.8%)
Percentage of Occupancy							
Cash	41.8%	42.6%	(0.8)	(1.9%)	42.4%	(0.6)	(1.4%)
Comp	11.3%	12.6%	(1.3)	(10.3%)	12.0%	(0.7)	(5.8%)
28 Day	12.1%	12.6%	(0.5)	(4.0%)	12.7%	(0.6)	(4.7%)
Total Percentage of Occupancy	65.2%	67.8%	(2.6)	(3.8%)	67.1%	(1.9)	(2.8%)
Market Segments							
Occupied Rooms - Cash							
Hotels	232,477	231,016	1,461	0.6%	236,077	(3,600)	(1.5%)
Motels	17,648	17,673	(25)	(0.1%)	18,034	(386)	(2.1%)
28 Day Motels	4,675	4,110	565	13.8%	4,069	606	14.9%
R.V. Parks	8,870	11,364	(2,494)	(21.9%)	11,837	(2,967)	(25.1%)
Vacation Rentals	16,611	16,472	139	0.8%	16,309	302	1.9%
Timeshares	2,391	3,324	(933)	(28.1%)	3,324	(933)	(28.1%)
Home Owner Rentals	3,069	3,338	(269)	0.0%	3,453	(384)	0.0%
Total Occupied - Cash	285,741	287,296	(1,555)	(0.5%)	293,103	(7,362)	(2.5%)
Percentage of Occupancy - Cash							
Hotels	48.6%	49.3%	(0.7)	(1.4%)	49.3%	(0.7)	(1.4%)
Motels	49.4%	51.1%	(1.7)	(3.3%)	52.8%	(3.4)	(6.4%)
28 Day Motels	7.4%	6.0%	1.4	23.3%	6.0%	1.4	23.3%
R.V. Parks	21.3%	26.5%	(5.2)	(19.6%)	28.5%	(7.2)	(25.3%)
Vacation Rentals	48.0%	49.4%	(1.4)	(2.8%)	47.9%	0.1	0.2%
Timeshares	36.6%	29.7%	6.9	23.2%	29.1%	7.5	25.8%
Home Owner Rentals	12.9%	21.3%	(8.4)	(39.4%)	14.8%	(1.9)	(12.8%)
Total Occupancy Percentage - Cash	41.8%	42.6%	(0.8)	(1.9%)	42.4%	(0.6)	(1.4%)
Average Rates - Cash							
Hotels	\$150.02	\$145.90	\$4.12	2.8%	\$151.98	(\$1.96)	(1.3%)
Motels	\$93.57	\$87.14	\$6.43	7.4%	\$89.84	\$3.73	4.2%
28 Day Motels	\$45.15	\$47.94	(\$2.79)	(5.8%)	\$47.94	(\$2.79)	(5.8%)
R.V. Parks	\$60.71	\$50.62	\$10.09	19.9%	\$52.19	\$8.52	16.3%
Vacation Rentals	\$207.07	\$206.27	\$0.80	0.4%	\$214.86	(\$7.79)	(3.6%)
Timeshares	\$51.40	\$71.35	(\$19.95)	(28.0%)	\$71.35	(\$19.95)	(28.0%)
Home Owner Rentals	\$354.28	\$284.93	\$69.35	0.0%	\$336.69	\$17.59	5.2%
Total Cash Average Rate	\$146.73	\$141.33	\$5.40	3.8%	\$147.45	(\$0.72)	(0.5%)

Reno-Sparks Convention and Visitors Authority

Combined Room Statistics

September 2025

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	285,741	287,296	(1,555)	(0.5%)	293,103	(7,362)	(2.5%)
Comp	77,420	85,363	(7,943)	(9.3%)	82,838	(5,418)	(6.5%)
28 Day	82,950	84,791	(1,841)	(2.2%)	87,954	(5,004)	(5.7%)
Total Occupied Rooms	446,111	457,450	(11,339)	(2.5%)	463,895	(17,784)	(3.8%)
Vacant	237,617	217,480	20,137	9.3%	227,360	10,257	4.5%
Total Available Rooms	683,728	674,930	8,798	1.3%	691,255	(7,527)	(1.1%)
Percentage of Occupancy							
Cash	41.8%	42.6%	(0.8)	(1.9%)	42.4%	(0.6)	(1.4%)
Comp	11.3%	12.6%	(1.3)	(10.3%)	12.0%	(0.7)	(5.8%)
28 Day	12.1%	12.6%	(0.5)	(4.0%)	12.7%	(0.6)	(4.7%)
Total Occupancy Percentage	65.2%	67.8%	(2.6)	(3.8%)	67.1%	(1.9)	(2.8%)
Vacant	34.8%	32.2%	2.6	8.1%	32.9%	1.9	5.8%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$41,926,098	\$40,603,665	\$1,322,433	3.3%	\$43,216,654	(\$1,290,556)	(3.0%)
Comp	\$10,183,975	\$12,288,283	(\$2,104,308)	(17.1%)	\$11,923,578	(\$1,739,603)	(14.6%)
28 Day	\$3,729,360	\$3,824,910	(\$95,550)	(2.5%)	\$4,219,646	(\$490,286)	(11.6%)
Total Revenue	\$55,839,433	\$56,716,857	(\$877,424)	(1.5%)	\$59,359,878	(\$3,520,445)	(5.9%)
Average Rates							
Cash	\$146.73	\$141.33	\$5.40	3.8%	\$147.45	(\$0.72)	(0.5%)
Comp	\$131.54	\$143.95	(\$12.41)	(8.6%)	\$143.94	(\$12.40)	(8.6%)
28 Day	\$44.96	\$45.11	(\$0.15)	(0.3%)	\$47.98	(\$3.02)	(6.3%)

Reno-Sparks Convention and Visitors Authority

Hotel Statistics

September 2025

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	232,477	231,016	1,461	0.6%	236,077	(3,600)	(1.5%)
Comp	77,272	85,187	(7,915)	(9.3%)	82,656	(5,384)	(6.5%)
28 Day	6,278	6,186	92	1.5%	9,349	(3,071)	(32.8%)
Total Occupied Rooms	316,027	322,388	(6,361)	(2.0%)	328,082	(12,055)	(3.7%)
Vacant	162,386	146,452	15,934	10.9%	151,207	11,179	7.4%
Total Available Rooms	478,413	468,840	9,573	2.0%	479,289	(876)	(0.2%)
Percentage of Occupancy							
Cash	48.6%	49.3%	(0.7)	(1.4%)	49.3%	(0.7)	(1.4%)
Comp	16.2%	18.2%	(2.0)	(11.0%)	17.2%	(1.0)	(5.8%)
28 Day	1.3%	1.3%	-	0.0%	2.0%	(0.7)	(35.0%)
Total Occupancy Percentage	66.1%	68.8%	(2.7)	(3.9%)	68.5%	(2.4)	(3.5%)
Vacant	33.9%	31.2%	2.7	8.7%	31.5%	2.4	7.6%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$34,875,295	\$33,705,419	\$1,169,876	3.5%	\$35,879,704	(\$1,004,409)	(2.8%)
Comp	\$10,170,892	\$12,272,819	(\$2,101,927)	(17.1%)	\$11,908,109	(\$1,737,217)	(14.6%)
28 Day	\$650,130	\$772,306	(\$122,176)	(15.8%)	\$1,167,258	(\$517,128)	(44.3%)
Total Revenue	\$45,696,317	\$46,750,545	(\$1,054,228)	(2.3%)	\$48,955,071	(\$3,258,754)	(6.7%)
Average Rates							
Cash	\$150.02	\$145.90	\$4.12	2.8%	\$151.98	(\$1.96)	(1.3%)
Comp	\$131.62	\$144.07	(\$12.45)	(8.6%)	\$144.07	(\$12.45)	(8.6%)
28 Day	\$103.56	\$124.85	(\$21.29)	(17.1%)	\$124.85	(\$21.29)	(17.1%)

Reno-Sparks Convention and Visitors Authority

Motel Statistics

September 2025

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	17,648	17,673	(25)	(0.1%)	18,034	(386)	(2.1%)
Comp	20	25	(5)	(20.0%)	25	(5)	(20.0%)
28 Day	2,650	3,230	(580)	(18.0%)	3,230	(580)	(18.0%)
Total Occupied Rooms	20,318	20,928	(610)	(2.9%)	21,289	(971)	(4.6%)
Vacant	15,438	13,662	1,776	13.0%	12,856	2,582	20.1%
Total Available Rooms	35,756	34,590	1,166	3.4%	34,145	1,611	4.7%
Percentage of Occupancy							
Cash	49.4%	51.1%	(1.7)	(3.3%)	52.8%	(3.4)	(6.4%)
Comp	0.1%	0.1%	-	0.0%	0.1%	-	0.0%
28 Day	7.4%	9.3%	(1.9)	(20.4%)	9.5%	(2.1)	(22.1%)
Total Occupancy Percentage	56.8%	60.5%	(3.7)	(6.1%)	62.3%	(5.5)	(8.8%)
Vacant	43.2%	39.5%	3.7	9.4%	37.7%	5.5	14.6%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$1,651,398	\$1,540,138	\$111,260	7.2%	\$1,620,254	\$31,144	1.9%
Comp	\$1,756	\$3,077	(\$1,321)	(42.9%)	\$3,077	(\$1,321)	(42.9%)
28 Day	\$115,170	\$134,433	(\$19,263)	(14.3%)	\$134,444	(\$19,274)	(14.3%)
Total Revenue	\$1,768,324	\$1,677,648	\$90,676	5.4%	\$1,757,775	\$10,549	0.6%
Average Rates							
Cash	\$93.57	\$87.14	\$6.43	7.4%	\$89.84	\$3.73	4.2%
Comp	\$87.80	\$123.08	(\$35.28)	(28.7%)	\$123.08	(\$35.28)	(28.7%)
28 Day	\$43.46	\$41.62	\$1.84	4.4%	\$41.62	\$1.84	4.4%

Reno-Sparks Convention and Visitors Authority

28 Day Motel Statistics

September 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)	
		\$	%
4,675	4,110	565	13.8%
-	-	-	0.0%
43,699	45,582	(1,883)	(4.1%)
48,374	49,692	(1,318)	(2.7%)
14,659	18,768	(4,109)	(21.9%)
63,033	68,460	(5,427)	(7.9%)
7.4%	6.0%	1.4	23.3%
0.0%	0.0%	-	0.0%
69.3%	66.6%	2.7	4.1%
76.7%	72.6%	4.1	5.6%
23.3%	27.4%	(4.1)	(15.0%)
100.0%	100.0%	-	0.0%
\$211,098	\$197,019	\$14,079	7.1%
\$0	\$0	\$0	0.0%
\$1,388,534	\$1,372,930	\$15,604	1.1%
\$1,599,632	\$1,569,948	\$29,684	1.9%
\$45.15	\$47.94	(\$2.79)	(5.8%)
\$0.00	\$0.00	\$0.00	0.0%
\$31.77	\$30.12	\$1.65	5.5%

Last Year	Increase (Decrease)	
	\$	%
4,069	606	14.9%
-	-	0.0%
45,582	(1,883)	(4.1%)
49,651	(1,277)	(2.6%)
17,849	(3,190)	(17.9%)
67,500	(4,467)	(6.6%)
6.0%	1.4	23.3%
0.0%	-	0.0%
67.5%	1.8	2.7%
73.6%	3.1	4.2%
26.4%	(3.1)	(11.7%)
100.0%	-	0.0%
\$195,056	\$16,042	8.2%
\$0	\$0	0.0%
\$1,372,725	\$15,809	1.2%
\$1,567,781	\$31,851	2.0%
\$47.94	(\$2.79)	(5.8%)
\$0.00	\$0.00	0.0%
\$30.12	\$1.65	5.5%

Reno-Sparks Convention and Visitors Authority

RV Park Statistics

September 2025

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	8,870	11,364	(2,494)	(21.9%)	11,837	(2,967)	(25.1%)
Comp	128	151	(23)	(15.2%)	151	(23)	(15.2%)
28 Day	21,682	19,775	1,907	9.6%	19,775	1,907	9.6%
Total Occupied Rooms	30,680	31,290	(610)	(1.9%)	31,763	(1,083)	(3.4%)
Vacant	10,930	11,550	(620)	(5.4%)	9,762	1,168	12.0%
Total Available Rooms	41,610	42,840	(1,230)	(2.9%)	41,525	85	0.2%
Percentage of Occupancy							
Cash	21.3%	26.5%	(5.2)	(19.6%)	28.5%	(7.2)	(25.3%)
Comp	0.3%	0.4%	(0.1)	(25.0%)	0.4%	(0.1)	(25.0%)
28 Day	52.1%	46.2%	5.9	12.8%	47.6%	4.5	9.5%
Total Occupancy Percentage	73.7%	73.0%	0.7	1.0%	76.5%	(2.8)	(3.7%)
Vacant	26.3%	27.0%	(0.7)	(2.6%)	23.5%	2.8	11.9%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$538,534	\$575,270	(\$36,736)	(6.4%)	\$617,793	(\$79,259)	(12.8%)
Comp	\$11,327	\$12,387	(\$1,060)	(8.6%)	\$12,386	(\$1,059)	(8.5%)
28 Day	\$634,168	\$539,462	\$94,706	17.6%	\$539,478	\$94,690	17.6%
Total Revenue	\$1,184,029	\$1,127,119	\$56,910	5.0%	\$1,169,657	\$14,372	1.2%
Average Rates							
Cash	\$60.71	\$50.62	\$10.09	19.9%	\$52.19	\$8.52	16.3%
Comp	\$88.49	\$82.03	\$6.46	7.9%	\$82.03	\$6.46	7.9%
28 Day	\$29.25	\$27.28	\$1.97	7.2%	\$27.28	\$1.97	7.2%

Reno-Sparks Convention and Visitors Authority

Vacation Rental Statistics

September 2025

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	16,611	16,472	139	0.8%	16,309	302	1.9%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	7,641	9,169	(1,528)	(16.7%)	9,169	(1,528)	(16.7%)
Total Occupied Rooms	24,252	25,641	(1,389)	(5.4%)	25,478	(1,226)	(4.8%)
Vacant	10,340	7,719	2,621	34.0%	8,539	1,801	21.1%
Total Available Rooms	34,592	33,360	1,232	3.7%	34,017	575	1.7%
Percentage of Occupancy							
Cash	48.0%	49.4%	(1.4)	(2.8%)	47.9%	0.1	0.2%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	22.1%	27.5%	(5.4)	(19.6%)	27.0%	(4.9)	(18.1%)
Total Occupancy Percentage	70.1%	76.9%	(6.8)	(8.8%)	74.9%	(4.8)	(6.4%)
Vacant	29.9%	23.1%	6.8	29.4%	25.1%	4.8	19.1%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$3,439,587	\$3,397,626	\$41,961	1.2%	\$3,504,099	(\$64,512)	(1.8%)
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$818,498	\$898,745	(\$80,247)	(8.9%)	\$898,710	(\$80,212)	(8.9%)
Total Revenue	\$4,258,085	\$4,296,371	(\$38,286)	(0.9%)	\$4,402,809	(\$144,724)	(3.3%)
Average Rates							
Cash	\$207.07	\$206.27	\$0.80	0.4%	\$214.86	(\$7.79)	(3.6%)
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$107.12	\$98.02	\$9.10	9.3%	\$98.02	\$9.10	9.3%

Reno-Sparks Convention and Visitors Authority

Timeshare Statistics

September 2025

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	2,391	3,324	(933)	(28.1%)	3,324	(933)	(28.1%)
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	-	-	-	0.0%	-	-	0.0%
Total Occupied Rooms	2,391	3,324	(933)	(28.1%)	3,324	(933)	(28.1%)
Vacant	4,145	7,876	(3,731)	(47.4%)	8,112	(3,967)	(48.9%)
Total Available Rooms	6,536	11,200	(4,664)	(41.6%)	11,436	(4,900)	(42.8%)
Percentage of Occupancy							
Cash	36.6%	29.7%	6.9	23.2%	29.1%	7.5	25.8%
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	36.6%	29.7%	6.9	23.2%	29.1%	7.5	25.8%
Vacant	63.4%	70.3%	(6.9)	(9.8%)	70.9%	(7.5)	(10.6%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$122,898	\$237,167	(\$114,269)	(48.2%)	\$237,159	(\$114,261)	(48.2%)
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
Total Revenue	\$122,898	\$237,167	(\$114,269)	(48.2%)	\$237,159	(\$114,261)	(48.2%)
Average Rates							
Cash	\$51.40	\$71.35	(\$19.95)	(28.0%)	\$71.35	(\$19.95)	(28.0%)
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

Home Owner Rental

September 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)	
		\$	%
3,069	3,338	(269)	(0.08)
-	-	-	-
1,000	849	151	0.18
4,069	4,187	(118)	(0.03)
19,719	11,453	8,266	0.72
23,788	15,640	8,148	0.52
12.9%	21.3%	(8.40)	(0.39)
0.0%	0.0%	-	-
4.2%	5.4%	(1.20)	(0.22)
17.1%	26.8%	(9.70)	(0.36)
82.9%	73.2%	9.70	0.13
100.0%	100.0%	-	-
\$1,087,288	\$951,026	136,262	14.3%
\$0	\$0	-	0.0%
\$122,860	\$107,033	15,827	14.8%
\$1,210,148	\$1,058,059	152,089	14.4%
\$354.28	\$284.93	\$69.35	24.3%
\$0.00	\$0.00	\$0.00	0.0%
\$122.86	\$126.07	(\$3.21)	-2.5%

Last Year	Increase (Decrease)	
	\$	%
3,453	(384)	-11.1%
6	(6)	-100.0%
849	151	17.8%
4,308	(239)	-5.5%
19,035	684.00	3.6%
23,343	445	1.9%
14.8%	(1.90)	-12.8%
0.0%	-	0.0%
3.6%	0.60	16.7%
18.5%	(1.40)	-7.6%
81.5%	1.40	1.7%
100.0%	-	0.0%
\$1,162,589	(\$75,301)	-6.5%
\$6	(\$6)	-100.0%
\$107,031	\$15,829	14.8%
\$1,269,626	(\$59,478)	-4.7%
\$336.69	\$17.59	5.2%
\$1.00	(\$1.00)	-100.0%
\$126.07	(\$3.21)	-2.5%

Reno-Sparks Convention and Visitors Authority

Combined Room Statistics - Year To Date

July 2025 - September 2025

Description	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Taxable Room Revenues	\$143,973,304	\$138,730,484	\$5,242,820	3.8%	\$148,520,507	(\$4,547,203)	(3.1%)
Occupied Rooms - Cash	925,810	913,869	11,941	1.3%	939,034	(13,224)	(1.4%)
Average Rate - Cash	\$155.51	\$151.81	\$3.70	2.4%	\$158.16	(\$2.65)	(1.7%)
Occupied Rooms							
Cash	925,810	913,869	11,941	1.3%	939,034	(13,224)	(1.4%)
Comp	256,841	269,212	(12,371)	(4.6%)	261,626	(4,785)	(1.8%)
28 Day	254,995	252,110	2,885	1.1%	261,345	(6,350)	(2.4%)
Total Occupied Rooms	1,437,646	1,435,191	2,455	0.2%	1,462,005	(24,359)	(1.7%)
Percentage of Occupancy							
Cash	45.6%	45.0%	0.6	1.3%	45.9%	(0.3)	(0.7%)
Comp	12.6%	13.3%	(0.7)	(5.3%)	12.8%	(0.2)	(1.6%)
28 Day	12.6%	12.4%	0.2	1.6%	12.8%	(0.2)	(1.6%)
Total Percentage of Occupancy	70.8%	70.7%	0.1	0.1%	71.5%	(0.7)	(1.0%)
Market Segments							
Occupied Rooms - Cash							
Hotels	754,810	736,826	17,984	2.4%	760,413	(5,603)	(0.7%)
Motels	58,776	56,875	1,901	3.3%	58,036	740	1.3%
28 Day Motels	14,604	13,002	1,602	12.3%	12,873	1,731	13.4%
R.V. Parks	29,743	34,697	(4,954)	(14.3%)	35,711	(5,968)	(16.7%)
Vacation Rentals	57,353	58,946	(1,593)	(2.7%)	58,362	(1,009)	(1.7%)
Timeshares	7,455	10,186	(2,731)	(26.8%)	10,186	(2,731)	(26.8%)
Home Owner Rentals	3,069	3,338	(269)	(8.1%)	3,453	(384)	(11.1%)
Total Occupied - Cash	925,810	913,869	11,941	1.3%	939,034	(13,224)	(1.4%)
Percentage of Occupancy - Cash							
Hotels	52.6%	51.4%	1.2	2.3%	52.9%	(0.3)	(0.6%)
Motels	53.2%	53.6%	(0.4)	(0.7%)	56.2%	(3.0)	(5.3%)
28 Day Motels	7.5%	6.2%	1.3	21.0%	6.2%	1.3	21.0%
R.V. Parks	23.2%	26.4%	(3.2)	(12.1%)	27.7%	(4.5)	(16.2%)
Vacation Rentals	51.6%	57.6%	(6.0)	(10.4%)	53.2%	(1.6)	(3.0%)
Timeshares	27.3%	34.4%	(7.1)	(20.6%)	29.2%	(1.9)	(6.5%)
Home Owner Rentals	12.9%	21.3%	(8.4)	(39.4%)	14.8%	(1.9)	(12.8%)
Total Occupancy Percentage - Cash	45.6%	45.0%	0.6	1.3%	45.9%	(0.3)	(0.7%)
Average Rates - Cash							
Hotels	\$158.20	\$155.92	\$2.28	1.5%	\$162.81	(\$4.61)	(2.8%)
Motels	\$106.62	\$93.05	\$13.57	14.6%	\$95.29	\$11.33	11.9%
28 Day Motels	\$47.61	\$49.82	(\$2.21)	(4.4%)	\$50.57	(\$2.96)	(5.9%)
R.V. Parks	\$64.88	\$55.29	\$9.59	17.3%	\$56.57	\$8.31	14.7%
Vacation Rental	\$245.18	\$240.33	\$4.85	2.0%	\$248.13	(\$2.95)	(1.2%)
Timeshares	\$70.39	\$85.35	(\$14.96)	(17.5%)	\$85.35	(\$14.96)	(17.5%)
Home Owner Rentals	\$354.28	\$284.93	\$69.35	24.3%	\$336.69	\$17.59	5.2%
Total Cash Average Rate	\$155.51	\$151.81	\$3.70	2.4%	\$158.16	(\$2.65)	(1.7%)

Reno-Sparks Convention and Visitors Authority

Combined Room Statistics - Year To Date

July 2025 - September 2025

	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	925,810	913,869	11,941	1.3%	939,034	(13,224)	(1.4%)
Comp	256,841	269,212	(12,371)	(4.6%)	261,626	(4,785)	(1.8%)
28 Day	254,995	252,110	2,885	1.1%	261,345	(6,350)	(2.4%)
Total Occupied Rooms	1,437,646	1,435,191	2,455	0.2%	1,462,005	(24,359)	(1.7%)
Vacant	593,129	593,557	(428)	(0.1%)	582,971	10,158	1.7%
Total Available Rooms	2,030,775	2,028,748	2,027	0.1%	2,044,976	(14,201)	(0.7%)
Percentage of Occupancy							
Cash	45.6%	45.0%	0.6	1.3%	45.9%	(0.3)	(0.7%)
Comp	12.6%	13.3%	(0.7)	(5.3%)	12.8%	(0.2)	(1.6%)
28 Day	12.6%	12.4%	0.2	1.6%	12.8%	(0.2)	(1.6%)
Total Occupancy Percentage	70.8%	70.7%	0.1	0.1%	71.5%	(0.7)	(1.0%)
Vacant	29.2%	29.3%	(0.1)	(0.3%)	28.5%	0.7	2.5%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$143,973,304	\$138,730,484	\$5,242,820	3.8%	\$148,520,507	(\$4,547,203)	(3.1%)
Comp	\$36,757,363	\$37,673,141	(\$915,778)	(2.4%)	\$36,608,972	\$148,391	0.4%
28 Day	\$11,573,069	\$11,296,814	\$276,255	2.4%	\$12,344,965	(\$771,896)	(6.3%)
Total Revenue	\$192,303,736	\$187,700,439	\$4,603,297	2.5%	\$197,474,444	(\$5,170,708)	(2.6%)
Average Rates							
Cash	\$155.51	\$151.81	\$3.70	2.4%	\$158.16	(\$2.65)	(1.7%)
Comp	\$143.11	\$139.94	\$3.17	2.3%	\$139.93	\$3.18	2.3%
28 Day	\$45.39	\$44.81	\$0.58	1.3%	\$47.24	(\$1.85)	(3.9%)

Reno-Sparks Convention and Visitors Authority

Hotel Statistics - Year To Date

July 2025 - September 2025

	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	754,810	736,826	17,984	2.4%	760,413	(5,603)	(0.7%)
Comp	256,338	268,660	(12,322)	(4.6%)	261,068	(4,730)	(1.8%)
28 Day	19,903	15,645	4,258	27.2%	24,502	(4,599)	(18.8%)
Total Occupied Rooms	1,031,051	1,021,131	9,921	1.0%	1,045,983	(14,932)	(1.4%)
Vacant	404,362	412,678	(8,316)	(2.0%)	391,754	12,608	3.2%
Total Available Rooms	1,435,413	1,433,808	1,605	0.1%	1,437,737	(2,324)	(0.2%)
Percentage of Occupancy							
Cash	52.6%	51.4%	1.2	2.3%	52.9%	(0.3)	(0.6%)
Comp	17.9%	18.7%	(0.8)	(4.3%)	18.2%	(0.3)	(1.6%)
28 Day	1.4%	1.1%	0.3	27.3%	1.7%	(0.3)	(17.6%)
Total Occupancy Percentage	71.8%	71.2%	0.6	0.8%	72.8%	(1.0)	(1.4%)
Vacant	28.2%	28.8%	(0.6)	(2.1%)	27.2%	1.0	3.7%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$119,407,869	\$114,885,332	\$4,522,537	3.9%	\$123,805,722	(\$4,397,853)	(3.6%)
Comp	\$36,713,445	\$37,627,947	(\$914,502)	(2.4%)	\$36,563,772	\$149,673	0.4%
28 Day	\$2,102,086	\$1,802,423	\$299,663	16.6%	\$2,817,482	(\$715,396)	(25.4%)
Total Revenue	\$158,223,400	\$154,315,701	\$3,907,699	2.5%	\$163,186,976	(\$4,963,576)	(3.0%)
Average Rates							
Cash	\$158.20	\$155.92	\$2.28	1.5%	\$162.81	(\$4.61)	(2.8%)
Comp	\$143.22	\$140.06	\$3.16	2.3%	\$140.05	\$3.17	2.3%
28 Day	\$105.62	\$115.21	(\$9.59)	(8.3%)	\$114.99	(\$9.37)	(8.1%)

Reno-Sparks Convention and Visitors Authority

Motel Statistics - Year To Date

July 2025 - September 2025

	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	58,776	56,875	1,901	3.3%	58,036	740	1.3%
Comp	73	109	(36)	(33.0%)	109	(36)	(33.0%)
28 Day	8,286	9,585	(1,299)	(13.6%)	9,585	(1,299)	(13.6%)
Total Occupied Rooms	67,135	66,569	566	0.8%	67,730	(595)	(0.9%)
Vacant	43,384	39,507	3,877	9.8%	35,547	7,837	22.0%
Total Available Rooms	110,519	106,076	4,443	4.2%	103,277	7,242	7.0%
Percentage of Occupancy							
Cash	53.2%	53.6%	(0.4)	(0.7%)	56.2%	(3.0)	(5.3%)
Comp	0.1%	0.1%	-	0.0%	0.1%	-	0.0%
28 Day	7.5%	9.0%	(1.5)	(16.7%)	9.3%	(1.8)	(19.4%)
Total Occupancy Percentage	60.7%	62.8%	(2.1)	(3.3%)	65.6%	(4.9)	(7.5%)
Vacant	39.3%	37.2%	2.1	5.6%	34.4%	4.9	14.2%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$6,266,706	\$5,291,968	\$974,738	18.4%	\$5,530,265	\$736,441	13.3%
Comp	\$7,141	\$13,539	(\$6,398)	(47.3%)	\$13,539	(\$6,398)	(47.3%)
28 Day	\$329,972	470,457.67	(\$140,486)	(29.9%)	\$470,462	(\$140,490)	(29.9%)
Total Revenue	\$6,603,819	\$5,775,965	\$827,854	14.3%	\$6,014,266	\$589,553	9.8%
Average Rates							
Cash	\$106.62	\$93.05	\$13.57	14.6%	\$95.29	\$11.33	11.9%
Comp	\$97.82	\$124.21	(\$26.39)	(21.2%)	\$124.21	(\$26.39)	(21.2%)
28 Day	\$39.82	\$49.08	(\$9.26)	(18.9%)	\$49.08	(\$9.26)	(18.9%)

Reno-Sparks Convention and Visitors Authority

28 Day Motel Statistics - Year To Date

July 2025 - September 2025

	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	14,604	13,002	1,602	12.3%	12,873	1,731	13.4%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	133,881	141,874	(7,993)	(5.6%)	141,874	(7,993)	(5.6%)
Total Occupied Rooms	148,485	154,876	(6,391)	(4.1%)	154,747	(6,262)	(4.0%)
Vacant	45,643	55,068	(9,425)	(17.1%)	52,546	(6,903)	(13.1%)
Total Available Rooms	194,128	209,944	(15,816)	(7.5%)	207,293	(13,165)	(6.4%)
Percentage of Occupancy							
Cash	7.5%	6.2%	1.3	21.0%	6.2%	1.3	21.0%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	69.0%	67.6%	1.4	2.1%	68.4%	0.6	0.9%
Total Occupancy Percentage	76.5%	73.8%	2.7	3.7%	74.7%	1.8	2.4%
Vacant	23.5%	26.2%	(2.7)	(10.3%)	25.3%	(1.8)	(7.1%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$695,281	\$647,804	\$47,477	7.3%	\$650,951	\$44,330	6.8%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$4,369,450	\$4,403,289	(\$33,839)	(0.8%)	\$4,403,072	(\$33,622)	(0.8%)
Total Revenue	\$5,064,731	\$5,051,093	\$13,638	0.3%	\$5,054,023	\$10,708	0.2%
Average Rates							
Cash	\$47.61	\$49.82	(\$2.21)	(4.4%)	\$50.57	(\$2.96)	(5.9%)
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$32.64	\$31.04	\$1.60	5.2%	\$31.04	\$1.60	5.2%

Reno-Sparks Convention and Visitors Authority

RV Park Statistics - Year To Date

July 2025 - September 2025

Occupied Rooms

Cash 29,743
Comp 430
28 Day 65,593

Total Occupied Rooms

Vacant 32,644

Total Available Rooms 128,410

Percentage of Occupancy

Cash 23.2%
Comp 0.3%
28 Day 51.1%

Total Occupancy Percentage

Vacant 25.4%

Total (must equal 100.0%) 100.0%

Revenue

Cash - Taxable

Comp \$36,777
28 Day \$1,858,382

Total Revenue \$3,824,749

Average Rates

Cash \$64.88
Comp \$85.53
28 Day \$28.33

Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
		\$	%		\$	%
Cash 29,743	34,697	(4,954)	(14.3%)	35,711	(5,968)	(16.7%)
Comp 430	443	(13)	(2.9%)	443	(13)	(2.9%)
28 Day 65,593	60,047	5,546	9.2%	60,047	5,546	9.2%
Total Occupied Rooms 95,766	95,187	579	0.6%	96,201	(435)	(0.5%)
Vacant 32,644	36,189	(3,545)	(9.8%)	32,595	49	0.2%
Total Available Rooms 128,410	131,376	(2,966)	(2.3%)	128,796	(386)	(0.3%)
Cash 23.2%	26.4%	(3.2)	(12.1%)	27.7%	(4.5)	(16.2%)
Comp 0.3%	0.3%	-	0.0%	0.3%	-	0.0%
28 Day 51.1%	45.7%	5.4	11.8%	46.6%	4.5	9.7%
Total Occupancy Percentage 74.6%	72.5%	2.1	2.9%	74.7%	(0.1)	(0.1%)
Vacant 25.4%	27.5%	(2.1)	(7.6%)	25.3%	0.1	0.4%
Total (must equal 100.0%) 100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Cash - Taxable \$1,929,590	\$1,918,347	\$11,243	0.6%	\$2,020,348	(90,758)	(4.5%)
Comp \$36,777	\$31,656	\$5,121	16.2%	\$31,655	\$5,122	16.2%
28 Day \$1,858,382	\$1,665,264	\$193,118	11.6%	\$1,665,286	\$193,096	11.6%
Total Revenue \$3,824,749	\$3,615,267	\$209,482	5.8%	\$3,717,289	\$107,460	2.9%
Average Rates Cash \$64.88	\$55.29	\$9.59	17.3%	\$56.57	\$8.31	14.7%
Comp \$85.53	\$71.46	\$14.07	19.7%	\$71.46	\$14.07	19.7%
28 Day \$28.33	\$27.73	\$0.60	2.2%	\$27.73	\$0.60	2.2%

Reno-Sparks Convention and Visitors Authority

Vacation Rental Statistics - Year To Date

July 2025 - September 2025

	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	57,353	58,946	(1,593)	(2.7%)	58,362	(1,009)	(1.7%)
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	26,332	24,110	2,222	9.2%	24,110	2,222	9.2%
Total Occupied Rooms	83,685	83,056	629	0.8%	82,472	1,213	1.5%
Vacant	27,569	19,248	8,321	43.2%	27,136	433	1.6%
Total Available Rooms	111,254	102,304	8,950	8.7%	109,608	1,646	1.5%
Percentage of Occupancy							
Cash	51.6%	57.6%	(6.0)	(10.4%)	53.2%	(1.6)	(3.0%)
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	23.7%	23.6%	0.1	0.4%	22.0%	1.7	7.7%
Total Occupancy Percentage	75.2%	81.2%	(6.0)	(7.4%)	75.2%	-	0.0%
Vacant	24.8%	18.8%	6.0	31.9%	24.8%	-	0.0%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$14,061,785	\$14,166,587	(\$104,802)	(0.7%)	\$14,481,240	(\$419,455)	(2.9%)
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$2,790,319	\$2,848,346	(\$58,027)	(2.0%)	\$2,848,287	(\$57,968)	(2.0%)
Total Revenue	\$16,852,104	\$17,014,933	(\$162,829)	(1.0%)	\$17,329,527	(\$477,423)	(2.8%)
Average Rates							
Cash	\$245.18	\$240.33	\$4.85	2.0%	\$248.13	(\$2.95)	(1.2%)
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$105.97	\$118.14	(\$12.17)	(10.3%)	\$118.14	(\$12.17)	(10.3%)

Reno-Sparks Convention and Visitors Authority

Timeshare Statistics - Year To Date

July 2025 - September 2025

	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	7,455	10,186	(2,731)	(26.8%)	10,186	(2,731)	(26.8%)
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	-	-	-	0.0%	378	(378)	(100.0%)
Total Occupied Rooms	7,455	10,186	(2,731)	(26.8%)	10,564	(3,109)	(29.4%)
Vacant	19,808	19,414	394	2.0%	24,358	(4,550)	(18.7%)
Total Available Rooms	27,263	29,600	(2,337)	(7.9%)	34,922	(7,659)	(21.9%)
Percentage of Occupancy							
Cash	27.3%	34.4%	(7.1)	(20.6%)	29.2%	(1.9)	(6.5%)
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	0.0%	0.0%	-	0.0%	1.1%	(1.1)	(100.0%)
Total Occupancy Percentage	27.3%	34.4%	(7.1)	(20.6%)	30.3%	(3.0)	(9.9%)
Vacant	72.7%	65.6%	7.1	10.8%	69.7%	3.0	4.3%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$524,785	\$869,420	(\$344,635)	(39.6%)	\$869,392	(\$344,607)	(39.6%)
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	\$524,785	\$869,420	(\$344,635)	(39.6%)	\$902,737	(\$377,952)	(41.9%)
Average Rates							
Cash	\$70.39	\$85.35	(\$14.96)	(17.5%)	\$85.35	(\$14.96)	(17.5%)
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 - September 2025

	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	3,069	3,338	(269)	(8.1%)	3,453	(384)	(11.1%)
Comp	-	-	-	0.0%	6	(6)	(100.0%)
28 Day	1,000	849	151	17.8%	849	151	17.8%
Total Occupied Rooms	4,069	4,187	(118)	(2.8%)	4,308	(239)	(5.5%)
Vacant	19,719	11,453	8,266	72.2%	19,035	684	3.6%
Total Available Rooms	23,788	15,640	8,148	52.1%	23,343	445	1.9%
Percentage of Occupancy							
Cash	12.9%	21.3%	(8.4)	(39.4%)	14.8%	(1.9)	(12.8%)
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	4.2%	5.4%	(1.2)	(22.2%)	3.6%	0.6	16.7%
Total Occupancy Percentage	17.1%	26.8%	(9.7)	(36.2%)	18.5%	(1.4)	(7.6%)
Vacant	82.9%	73.2%	9.7	13.3%	81.5%	1.4	1.7%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$1,087,288	\$951,026	\$136,262	14.3%	\$1,162,589	(\$75,301)	(6.5%)
Comp	\$0	\$0	\$0	0.0%	\$6	(\$6)	(100.0%)
28 Day	\$122,860	\$107,033	\$15,827	14.8%	\$107,031	\$15,829	14.8%
Total Revenue	\$1,210,148	\$1,058,059	\$152,089	14.4%	\$1,269,626	(\$59,478)	(4.7%)
Average Rates							
Cash	\$354.28	\$284.93	\$69.35	24.3%	\$336.69	\$17.59	5.2%
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$1.00	(\$1.00)	(100.0%)
28 Day	\$122.86	\$126.07	(\$3.21)	(2.5%)	\$126.07	(\$3.21)	(2.5%)

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

	2025 September		2024 September		Increase (Decrease)		Year to Date July - September 2025		Prior Year July - September 2024		Increase (Decrease)			
					\$	%					\$	%		
Reno B	\$	22,582,597	\$	21,447,361	\$	1,135,235	5.3%	\$	72,247,146	\$	69,664,597	\$	2,582,549	3.7%
Reno D	\$	7,660,650	\$	8,693,545	\$	(1,032,894)	-11.9%	\$	29,533,584	\$	30,740,785	\$	(1,207,201)	-3.9%
Reno E	\$	1,280,898	\$	1,325,291	\$	(44,393)	-3.3%	\$	4,670,541	\$	3,728,697	\$	941,843	25.3%
Total Reno	\$	31,524,145	\$	31,466,197	\$	57,948	0.2%	\$	106,451,271	\$	104,134,079	\$	2,317,192	2.2%
Washoe A	\$	290,739	\$	252,489	\$	38,250	15.1%	\$	882,418	\$	535,458	\$	346,960	64.8%
Washoe B	\$	5,283,132	\$	6,757,360	\$	(1,474,228)	-21.8%	\$	18,977,319	\$	27,106,192	\$	(8,128,873)	-30.0%
Total Washoe County	\$	5,573,871	\$	7,009,850	\$	(1,435,978)	-20.5%	\$	19,859,737	\$	27,641,650	\$	(7,781,913)	-28.2%
Sparks	\$	4,828,082	\$	4,740,608	\$	87,474	1.8%	\$	17,662,295	\$	16,744,777	\$	917,517	5.5%
Total Taxable Revenue	\$	41,926,098	\$	43,216,654	\$	(1,290,556)	-3.0%	\$	143,973,304	\$	148,520,507	\$	(4,547,203)	-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
September 2025**

	2025 September	2024 September	Increase (Decrease)		Year to Date July - September 2025	Prior Year July - September 2024	Increase (Decrease)	
			#	%			#	%
Reno B	152,063	150,251	1,812	1.2%	471,386	467,609	3,777	0.8%
Reno D	60,063	68,207	(8,144)	(11.9%)	213,917	230,800	(16,883)	(7.3%)
Reno E	9,504	9,932	(428)	(4.3%)	32,543	28,879	3,664	12.7%
Total Reno	221,630	228,390	(6,760)	(3.0%)	717,846	727,288	(9,442)	(1.3%)
Washoe A	2,461	2,185	276	12.6%	7,635	5,878	1,757	29.9%
Washoe B	16,940	20,198	(3,258)	(16.1%)	54,846	66,960	(12,114)	(18.1%)
Total Washoe County	19,401	22,383	(2,982)	(13.3%)	62,481	72,838	(10,357)	(14.2%)
Sparks	44,710	42,330	2,380	5.6%	145,483	138,908	6,575	4.7%
Total Taxable Rooms	285,741	293,103	(7,362)	(2.5%)	925,810	939,034	(13,224)	(1.4%)

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
September 2025

	2025		2024		Increase (Decrease)		Year to Date		Prior Year		Increase (Decrease)			
	September		September		\$	%	July - September 2025		July - September 2024		\$	%		
Reno B	\$	148.51	\$	142.74	\$	5.76	4.0%	\$	153.27	\$	148.98	\$	4.28	2.9%
Reno D	\$	127.54	\$	127.46	\$	0.09	0.1%	\$	138.06	\$	133.19	\$	4.87	3.7%
Reno E	\$	134.77	\$	133.44	\$	1.34	1.0%	\$	143.52	\$	129.11	\$	14.40	11.2%
Total Reno	\$	142.24	\$	137.77	\$	4.46	3.2%	\$	148.29	\$	143.18	\$	5.11	3.6%
Washoe A	\$	118.14	\$	115.56	\$	2.58	2.2%	\$	115.58	\$	91.10	\$	24.48	26.9%
Washoe B	\$	311.87	\$	334.56	\$	(22.68)	-6.8%	\$	346.01	\$	404.81	\$	(58.80)	-14.5%
Total Washoe County	\$	287.30	\$	313.18	\$	(25.88)	-8.3%	\$	317.85	\$	379.49	\$	(61.64)	-16.2%
Sparks	\$	107.99	\$	111.99	\$	(4.01)	-3.6%	\$	121.40	\$	120.55	\$	0.86	0.7%
Total Average Daily Rate	\$	146.73	\$	147.45	\$	(0.72)	-0.5%	\$	155.51	\$	158.16	\$	(2.65)	-1.7%

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 except Incline
Washoe B	Incline Village