

RENO-SPARKS CONVENTION & VISITORS AUTHORITY

January 2026 Room Statistics Compared to the Prior Year

Taxable room revenues for the month of January 2026 are \$35,441,674 and above January of the prior year by \$4,399,906 (14.2%). Cash occupied room nights of 254,995 are above prior year by 33,064 (14.9%). Comp occupied room nights of 65,881 are below prior year by 157 (-0.2%), and 28-day occupied room nights of 89,624 are above prior year by 4,773 (5.6%). Total occupied rooms for the month of January 2026 (Cash, Comp, 28-day) are 37,680 (10.1%) above the prior year.

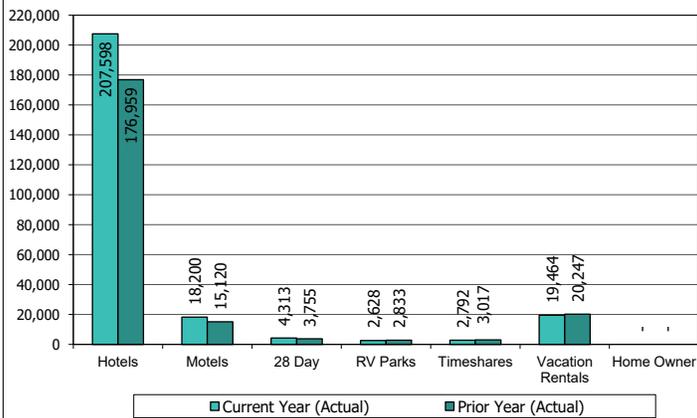
Overall, the Washoe County occupancy percentage of 61.5% for the month is 8.5% above the 56.7% level of the prior year. There were 10,464 (1.5%) more available rooms for the month compared to the prior year.

Overall cash average rates for January 2026 of \$138.99 decreased \$0.88 (-0.6%), compared to \$139.87 for the prior year.

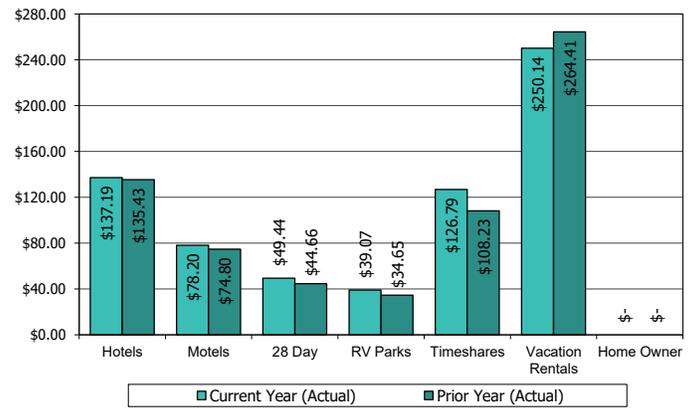
Year-to-date cash occupied room nights of 1,913,920 are 47,927 (2.6%) above prior year. Cash average rates year-to-date of \$143.92 are \$2.36 (-1.6%) below the prior year. Year-to-date, total taxable room revenues of \$275,450,261 are (0.9%) above prior year.

January 2026						
Segments	Available Rooms	Cash Occupied Rooms	Average Cash Rate		Increase (Decrease)	
			Current Year	Prior Year	\$	%
Hotels	476,728	207,598	\$137.19	\$135.43	\$1.76	1.3%
Motels	36,850	18,200	\$78.20	\$74.80	\$3.40	4.5%
28 Day	64,930	4,313	\$49.44	\$44.66	\$4.78	10.7%
RV Parks	38,068	2,628	\$39.07	\$34.65	\$4.42	12.8%
Timeshares	9,779	2,792	\$126.79	\$108.23	\$18.56	17.1%
Vacation Rentals	41,538	19,464	\$250.14	\$264.41	(\$14.27)	-5.4%
Home Owner	-	-	-	-	\$0.00	0.0%
Totals	667,893	254,995	\$138.99	\$139.87	(\$0.88)	-0.6%

CASH OCCUPIED ROOM NIGHTS



AVERAGE CASH RATES



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Reno-Sparks Convention and Visitors Authority

Combined Room Statistics

January 2026

Description	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Taxable Room Revenues	\$35,441,674	\$30,155,594	\$5,286,080	17.5%	\$31,041,768	\$4,399,906	14.2%
Occupied Rooms - Cash	254,995	222,129	32,866	14.8%	221,931	33,064	14.9%
Average Rate - Cash	\$138.99	\$135.76	\$3.23	2.4%	\$139.87	(\$0.88)	(0.6%)
Occupied Rooms							
Cash	254,995	222,129	32,866	14.8%	221,931	33,064	14.9%
Comp	65,881	66,104	(223)	(0.3%)	66,038	(157)	(0.2%)
28 Day	89,624	86,768	2,856	3.3%	84,851	4,773	5.6%
Total Occupied Rooms	410,500	375,002	35,498	9.5%	372,820	37,680	10.1%
Percentage of Occupancy							
Cash	38.2%	32.4%	5.8	17.9%	33.8%	4.4	13.0%
Comp	9.9%	9.7%	0.2	2.1%	10.0%	(0.1)	(1.0%)
28 Day	13.4%	12.7%	0.7	5.5%	12.9%	0.5	3.9%
Total Percentage of Occupancy	61.5%	54.8%	6.7	12.2%	56.7%	4.8	8.5%
Market Segments							
Occupied Rooms - Cash							
Hotels	207,598	177,381	30,217	17.0%	176,959	30,639	17.3%
Motels	18,200	14,742	3,458	23.5%	15,120	3,080	20.4%
28 Day Motels	4,313	3,793	520	13.7%	3,755	558	14.9%
R.V. Parks	2,628	2,748	(120)	(4.4%)	2,833	(205)	(7.2%)
Vacation Rentals	19,464	20,429	(965)	(4.7%)	20,247	(783)	(3.9%)
Timehares	2,792	3,037	(245)	(8.1%)	3,017	(225)	(7.5%)
Home Owner Rentals	-	-	-	0.0%	-	-	0.0%
Total Occupied - Cash	254,995	222,129	32,866	14.8%	221,931	33,064	14.9%
Percentage of Occupancy - Cash							
Hotels	43.5%	36.3%	7.2	19.8%	38.3%	5.2	13.6%
Motels	49.4%	41.2%	8.2	19.9%	47.1%	2.3	4.9%
28 Day Motels	6.6%	5.4%	1.2	22.2%	5.7%	0.9	15.8%
R.V. Parks	6.9%	6.2%	0.7	11.3%	6.6%	0.3	4.5%
Vacation Rentals	46.9%	59.3%	(12.4)	(20.9%)	47.9%	(1.0)	(2.1%)
Timeshares	28.6%	27.1%	1.5	5.5%	25.0%	3.6	14.4%
Home Owner Rentals	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.0%
Total Occupancy Percentage - Cash	38.2%	32.4%	5.8	17.9%	33.8%	4.4	13.0%
Average Rates - Cash							
Hotels	\$137.19	\$131.37	\$5.82	4.4%	\$135.43	\$1.76	1.3%
Motels	\$78.20	\$67.32	\$10.88	16.2%	\$74.80	\$3.40	4.5%
28 Day Motels	\$49.44	\$44.66	\$4.78	10.7%	\$44.66	\$4.78	10.7%
R.V. Parks	\$39.07	\$33.96	\$5.11	15.0%	\$34.65	\$4.42	12.8%
Vacation Rentals	\$250.14	\$257.77	(\$7.63)	(3.0%)	\$264.41	(\$14.27)	(5.4%)
Timeshares	\$126.79	\$109.46	\$17.33	15.8%	\$108.23	\$18.56	17.1%
Home Owner Rentals	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
Total Cash Average Rate	\$138.99	\$135.76	\$3.23	2.4%	\$139.87	(\$0.88)	(0.6%)

Reno-Sparks Convention and Visitors Authority

Combined Room Statistics

January 2026

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	254,995	222,129	32,866	14.8%	221,931	33,064	14.9%
Comp	65,881	66,104	(223)	(0.3%)	66,038	(157)	(0.2%)
28 Day	89,624	86,768	2,856	3.3%	84,851	4,773	5.6%
Total Occupied Rooms	410,500	375,002	35,498	9.5%	372,820	37,680	10.1%
Vacant	257,393	309,766	(52,373)	(16.9%)	284,609	(27,216)	(9.6%)
Total Available Rooms	667,893	684,768	(16,875)	(2.5%)	657,429	10,464	1.6%
Percentage of Occupancy							
Cash	38.2%	32.4%	5.8	17.9%	33.8%	4.4	13.0%
Comp	9.9%	9.7%	0.2	2.1%	10.0%	(0.1)	(1.0%)
28 Day	13.4%	12.7%	0.7	5.5%	12.9%	0.5	3.9%
Total Occupancy Percentage	61.5%	54.8%	6.7	12.2%	56.7%	4.8	8.5%
Vacant	38.5%	45.2%	(6.7)	(14.8%)	43.3%	(4.8)	(11.1%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$35,441,674	\$30,155,594	\$5,286,080	17.5%	\$31,041,768	\$4,399,906	14.2%
Comp	\$7,936,377	\$7,968,680	(\$32,303)	(0.4%)	\$7,961,033	(\$24,656)	(0.3%)
28 Day	\$4,425,038	\$3,744,096	\$680,942	18.2%	\$3,678,921	\$746,117	20.3%
Total Revenue	\$47,803,089	\$41,868,370	\$5,934,719	14.2%	\$42,681,722	\$5,121,367	12.0%
Average Rates							
Cash	\$138.99	\$135.76	\$3.23	2.4%	\$139.87	(\$0.88)	(0.6%)
Comp	\$120.47	\$120.55	(\$0.08)	(0.1%)	\$120.55	(\$0.08)	(0.1%)
28 Day	\$49.37	\$43.15	\$6.22	14.4%	\$43.36	\$6.01	13.9%

Reno-Sparks Convention and Visitors Authority

Hotel Statistics

January 2026

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	207,598	177,381	30,217	17.0%	176,959	30,639	17.3%
Comp	65,854	66,027	(173)	(0.3%)	65,961	(107)	(0.2%)
28 Day	7,576	4,798	2,779	57.9%	4,750	2,826	59.5%
Total Occupied Rooms	281,028	248,205	32,823	13.2%	247,670	33,358	13.5%
Vacant	195,700	240,138	(44,438)	(18.5%)	214,513	(18,813)	(8.8%)
Total Available Rooms	476,728	488,343	(11,615)	(2.4%)	462,183	14,545	3.1%
Percentage of Occupancy							
Cash	43.5%	36.3%	7.2	19.8%	38.3%	5.2	13.6%
Comp	13.8%	13.5%	0.3	2.2%	14.3%	(0.5)	(3.5%)
28 Day	1.6%	1.0%	0.6	60.0%	1.0%	0.6	60.0%
Total Occupancy Percentage	58.9%	50.8%	8.1	15.9%	53.6%	5.3	9.9%
Vacant	41.1%	49.2%	(8.1)	(16.5%)	46.4%	(5.3)	(11.4%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$28,479,749	\$23,301,980	\$5,177,769	22.2%	\$23,964,996	\$4,514,753	18.8%
Comp	\$7,933,002	\$7,958,890	(\$25,888)	(0.3%)	\$7,951,243	(\$18,241)	(0.2%)
28 Day	\$735,270	\$499,420	\$235,850	47.2%	\$494,483	\$240,787	48.7%
Total Revenue	\$37,148,021	\$31,760,290	\$5,387,731	17.0%	\$32,410,722	\$4,737,299	14.6%
Average Rates							
Cash	\$137.19	\$131.37	\$5.82	4.4%	\$135.43	\$1.76	1.3%
Comp	\$120.46	\$120.54	(\$0.08)	(0.1%)	\$120.54	(\$0.08)	(0.1%)
28 Day	\$97.05	\$104.10	(\$7.05)	(6.8%)	\$104.10	(\$7.05)	(6.8%)

Reno-Sparks Convention and Visitors Authority

Motel Statistics

January 2026

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	18,200	14,742	3,458	23.5%	15,120	3,080	20.4%
Comp	27	34	(7)	(20.6%)	34	(7)	(20.6%)
28 Day	2,455	2,427	28	1.2%	2,427	28	1.2%
Total Occupied Rooms	20,682	17,203	3,479	20.2%	17,581	3,101	17.6%
Vacant	16,168	18,540	(2,372)	(12.8%)	14,524	1,644	11.3%
Total Available Rooms	36,850	35,743	1,107	3.1%	32,105	4,745	14.8%
Percentage of Occupancy							
Cash	49.4%	41.2%	8.2	19.9%	47.1%	2.3	4.9%
Comp	0.1%	0.1%	-	0.0%	0.1%	-	0.0%
28 Day	6.7%	6.8%	(0.1)	(1.5%)	7.6%	(0.9)	(11.8%)
Total Occupancy Percentage	56.1%	48.1%	8.0	16.6%	54.8%	1.3	2.4%
Vacant	43.9%	51.9%	(8.0)	(15.4%)	45.2%	(1.3)	(2.9%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$1,423,180	\$992,431	\$430,749	43.4%	\$1,130,942	\$292,238	25.8%
Comp	\$3,375	\$4,170	(\$795)	(19.1%)	\$4,170	(\$795)	(19.1%)
28 Day	\$87,141	\$86,959	\$182	0.2%	\$86,965	\$176	0.2%
Total Revenue	\$1,513,696	\$1,083,561	\$430,135	39.7%	\$1,222,077	\$291,619	23.9%
Average Rates							
Cash	\$78.20	\$67.32	\$10.88	16.2%	\$74.80	\$3.40	4.5%
Comp	\$125.00	\$122.65	\$2.35	1.9%	\$122.65	\$2.35	1.9%
28 Day	\$35.50	\$35.83	(\$0.33)	(0.9%)	\$35.83	(\$0.33)	(0.9%)

Reno-Sparks Convention and Visitors Authority

28 Day Motel Statistics

January 2026

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	4,313	3,793	520	13.7%	3,755	558	14.9%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	44,533	46,869	(2,336)	(5.0%)	44,999	(466)	(1.0%)
Total Occupied Rooms	48,846	50,661	(1,815)	(3.6%)	48,754	92	0.2%
Vacant	16,084	20,081	(3,997)	(19.9%)	16,968	(884)	(5.2%)
Total Available Rooms	64,930	70,742	(5,812)	(8.2%)	65,722	(792)	(1.2%)
Percentage of Occupancy							
Cash	6.6%	5.4%	1.2	22.2%	5.7%	0.9	15.8%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	68.6%	66.3%	2.3	3.5%	68.5%	0.1	0.1%
Total Occupancy Percentage	75.2%	71.6%	3.6	5.0%	74.2%	1.0	1.3%
Vacant	24.8%	28.4%	(3.6)	(12.7%)	25.8%	(1.0)	(3.9%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$213,255	\$169,375	\$43,880	25.9%	\$167,705	\$45,550	27.2%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$1,481,592	\$1,507,762	(\$26,170)	(1.7%)	\$1,447,582	\$34,010	2.3%
Total Revenue	\$1,694,847	\$1,677,138	\$17,709	1.1%	\$1,615,287	\$79,560	4.9%
Average Rates							
Cash	\$49.44	\$44.66	\$4.78	10.7%	\$44.66	\$4.78	10.7%
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$33.27	\$32.17	\$1.10	3.4%	\$32.17	\$1.10	3.4%

Reno-Sparks Convention and Visitors Authority

RV Park Statistics

January 2026

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	2,628	2,748	(120)	(4.4%)	2,833	(205)	(7.2%)
Comp	-	43	(43)	(100.0%)	43	(43)	(100.0%)
28 Day	24,482	22,559	1,923	8.5%	22,559	1,923	8.5%
Total Occupied Rooms	27,110	25,350	1,760	6.9%	25,435	1,675	6.6%
Vacant	10,958	18,918	(7,960)	(42.1%)	17,624	(6,666)	(37.8%)
Total Available Rooms	38,068	44,268	(6,200)	(14.0%)	43,059	(4,991)	(11.6%)
Percentage of Occupancy							
Cash	6.9%	6.2%	0.7	11.3%	6.6%	0.3	4.5%
Comp	0.0%	0.1%	(0.1)	(100.0%)	0.1%	(0.1)	(100.0%)
28 Day	64.3%	51.0%	13.3	26.1%	52.4%	11.9	22.7%
Total Occupancy Percentage	71.2%	57.3%	13.9	24.3%	59.1%	12.1	20.5%
Vacant	28.8%	42.7%	(13.9)	(32.6%)	40.9%	(12.1)	(29.6%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$102,681	\$93,314	\$9,367	10.0%	\$98,155	\$4,526	4.6%
Comp	\$0	\$5,620	(\$5,620)	(100.0%)	\$5,620	(\$5,620)	(100.0%)
28 Day	\$778,101	\$600,521	\$177,580	29.6%	\$600,429	\$177,672	29.6%
Total Revenue	\$880,782	\$699,455	\$181,327	25.9%	\$704,204	\$176,578	25.1%
Average Rates							
Cash	\$39.07	\$33.96	\$5.11	15.0%	\$34.65	\$4.42	12.8%
Comp	\$0.00	\$130.70	(\$130.70)	(100.0%)	\$130.70	(\$130.70)	(100.0%)
28 Day	\$31.78	\$26.62	\$5.16	19.4%	\$26.62	\$5.16	19.4%

Reno-Sparks Convention and Visitors Authority

Vacation Rental Statistics

January 2026

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	19,464	20,429	(965)	(4.7%)	20,247	(783)	(3.9%)
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	10,578	10,116	462	4.6%	10,116	462	4.6%
Total Occupied Rooms	30,042	30,545	(503)	(1.6%)	30,363	(321)	(1.1%)
Vacant	11,496	3,927	7,569	192.8%	11,935	(439)	(3.7%)
Total Available Rooms	41,538	34,472	7,066	20.5%	42,298	(760)	(1.8%)
Percentage of Occupancy							
Cash	46.9%	59.3%	(12.4)	(20.9%)	47.9%	(1.0)	(2.1%)
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	25.5%	29.3%	(3.8)	(13.0%)	23.9%	1.6	6.7%
Total Occupancy Percentage	72.3%	88.6%	(16.3)	(18.4%)	71.8%	0.5	0.7%
Vacant	27.7%	11.4%	16.3	143.0%	28.2%	(0.5)	(1.8%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$4,868,815	\$5,266,063	(\$397,248)	(7.5%)	\$5,353,445	(\$484,630)	(9.1%)
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$1,342,934	\$1,049,434	\$293,500	28.0%	\$1,049,462	\$293,472	28.0%
Total Revenue	\$6,211,749	\$6,315,497	(\$103,748)	(1.6%)	\$6,402,907	(\$191,158)	(3.0%)
Average Rates							
Cash	\$250.14	\$257.77	(\$7.63)	(3.0%)	\$264.41	(\$14.27)	(5.4%)
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$126.96	\$103.74	\$23.22	22.4%	\$103.74	\$23.22	22.4%

Reno-Sparks Convention and Visitors Authority

Timeshare Statistics

January 2026

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	2,792	3,037	(245)	(8.1%)	3,017	(225)	(7.5%)
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	-	-	-	0.0%	-	-	0.0%
Total Occupied Rooms	2,792	3,037	(245)	(8.1%)	3,017	(225)	(7.5%)
Vacant	6,987	8,163	(1,176)	(14.4%)	9,045	(2,058)	(22.8%)
Total Available Rooms	9,779	11,200	(1,421)	(12.7%)	12,062	(2,283)	(18.9%)
Percentage of Occupancy							
Cash	28.6%	27.1%	1.5	5.5%	25.0%	3.6	14.4%
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	28.6%	27.1%	1.5	5.5%	25.0%	3.6	14.4%
Vacant	71.4%	72.9%	(1.5)	(2.1%)	75.0%	(3.6)	(4.8%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$353,994	\$332,430	\$21,564	6.5%	\$326,525	\$27,469	8.4%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
Total Revenue	\$353,994	\$332,430	\$21,564	6.5%	\$326,525	\$27,469	8.4%
Average Rates							
Cash	\$126.79	\$109.46	\$17.33	15.8%	\$108.23	\$18.56	17.1%
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

January 2026

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	-	-	-	-	-	-	0.0%
Comp	-	-	-	-	-	-	0.0%
28 Day	-	-	-	-	-	-	0.0%
Total Occupied Rooms	-	-	-	-	-	-	0.0%
Vacant	-	-	-	-	-	-	0.0%
Total Available Rooms	-	-	-	-	-	-	0.0%
Percentage of Occupancy							
Cash	0.0%	0.0%	-	-	0.0%	-	0.0%
Comp	0.0%	0.0%	-	-	0.0%	-	0.0%
28 Day	0.0%	0.0%	-	-	0.0%	-	0.0%
Total Occupancy Percentage	0.0%	0.0%	-	-	0.0%	-	0.0%
Vacant	0.0%	0.0%	-	-	0.0%	-	0.0%
Total (must equal 100.0%)	0.0%	0.0%	-	-	0.0%	-	0.0%
Revenue							
Cash - Taxable	\$0	\$0	-	0.0%	\$0	\$0	0.0%
Comp	\$0	\$0	-	0.0%	\$0	\$0	0.0%
28 Day	\$0	\$0	-	0.0%	\$0	\$0	0.0%
Total Revenue	\$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

Combined Room Statistics - Year To Date

July 2025 - January 2026

Description	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Taxable Room Revenues	\$275,450,261	\$257,677,235	\$17,773,026	6.9%	\$272,950,917	\$2,499,344	0.9%
Occupied Rooms - Cash	1,913,920	1,830,187	83,733	4.6%	1,865,993	47,927	2.6%
Average Rate - Cash	\$143.92	\$140.79	\$3.13	2.2%	\$146.28	(\$2.36)	(1.6%)
Occupied Rooms							
Cash	1,913,920	1,830,187	83,733	4.6%	1,865,993	47,927	2.6%
Comp	531,746	549,461	(17,715)	(3.2%)	538,362	(6,616)	(1.2%)
28 Day	608,697	593,417	15,280	2.6%	601,341	7,356	1.2%
Total Occupied Rooms	3,054,363	2,973,065	81,298	2.7%	3,005,696	48,667	1.6%
Percentage of Occupancy							
Cash	40.7%	38.5%	2.2	5.7%	39.5%	1.2	3.0%
Comp	11.3%	11.6%	(0.3)	(2.6%)	11.4%	(0.1)	(0.9%)
28 Day	12.9%	12.5%	0.4	3.2%	12.7%	0.2	1.6%
Total Percentage of Occupancy	64.9%	62.5%	2.4	3.8%	63.7%	1.2	1.9%
Market Segments							
Occupied Rooms - Cash							
Hotels	1,561,474	1,472,986	88,488	6.0%	1,505,674	55,800	3.7%
Motels	127,899	118,705	9,194	7.7%	121,642	6,257	5.1%
28 Day Motels	30,768	28,750	2,018	7.0%	28,467	2,301	8.1%
R.V. Parks	45,441	54,014	(8,573)	(15.9%)	55,643	(10,202)	(18.3%)
Vacation Rentals	127,398	129,586	(2,188)	(1.7%)	128,441	(1,043)	(0.8%)
Timeshares	15,985	21,274	(5,289)	(24.9%)	21,136	(5,151)	(24.4%)
Home Owner Rentals	4,955	4,872	83	1.7%	4,990	(35)	(0.7%)
Total Occupied - Cash	1,913,920	1,830,187	83,733	4.6%	1,865,993	47,927	2.6%
Percentage of Occupancy - Cash							
Hotels	46.8%	43.8%	3.0	6.8%	45.3%	1.5	3.3%
Motels	50.6%	47.9%	2.7	5.6%	51.2%	(0.6)	(1.2%)
28 Day Motels	6.8%	5.9%	0.9	15.3%	6.0%	0.8	13.3%
R.V. Parks	16.0%	17.6%	(1.6)	(9.1%)	18.5%	(2.5)	(13.5%)
Vacation Rentals	48.9%	54.2%	(5.3)	(9.8%)	49.4%	(0.5)	(1.0%)
Timeshares	22.5%	28.6%	(6.1)	(21.3%)	26.2%	(3.7)	(14.1%)
Home Owner Rentals	10.1%	15.6%	(5.5)	(35.3%)	10.5%	(0.4)	(3.8%)
Total Occupancy Percentage - Cash	40.7%	38.5%	2.2	5.7%	39.5%	1.2	3.0%
Average Rates - Cash							
Hotels	\$145.19	\$143.35	\$1.84	1.3%	\$149.39	(\$4.20)	(2.8%)
Motels	\$90.56	\$79.98	\$10.58	13.2%	\$82.68	\$7.88	9.5%
28 Day Motels	\$47.25	\$46.65	\$0.60	1.3%	\$47.28	(\$0.03)	(0.1%)
R.V. Parks	\$58.01	\$47.10	\$10.91	23.2%	\$48.12	\$9.89	20.6%
Vacation Rental	\$235.48	\$230.32	\$5.16	2.2%	\$236.76	(\$1.28)	(0.5%)
Timeshares	\$85.09	\$90.50	(\$5.41)	(6.0%)	\$88.99	(\$3.90)	(4.4%)
Home Owner Rentals	\$345.50	\$283.41	\$62.09	21.9%	\$330.92	\$14.58	4.4%
Total Cash Average Rate	\$143.92	\$140.79	\$3.13	2.2%	\$146.28	(\$2.36)	(1.6%)

Reno-Sparks Convention and Visitors Authority

Combined Room Statistics - Year To Date

July 2025 - January 2026

	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	1,913,920	1,830,187	83,733	4.6%	1,865,993	47,927	2.6%
Comp	531,746	549,461	(17,715)	(3.2%)	538,362	(6,616)	(1.2%)
28 Day	608,697	593,417	15,280	2.6%	601,341	7,356	1.2%
Total Occupied Rooms	3,054,363	2,973,065	81,298	2.7%	3,005,696	48,667	1.6%
Vacant	1,651,163	1,781,042	(129,879)	(7.3%)	1,714,863	(63,700)	(3.7%)
Total Available Rooms	4,705,526	4,754,107	(48,581)	(1.0%)	4,720,559	(15,033)	(0.3%)
Percentage of Occupancy							
Cash	40.7%	38.5%	2.2	5.7%	39.5%	1.2	3.0%
Comp	11.3%	11.6%	(0.3)	(2.6%)	11.4%	(0.1)	(0.9%)
28 Day	12.9%	12.5%	0.4	3.2%	12.7%	0.2	1.6%
Total Occupancy Percentage	64.9%	62.5%	2.4	3.8%	63.7%	1.2	1.9%
Vacant	35.1%	37.5%	(2.4)	(6.4%)	36.3%	(1.2)	(3.3%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$275,450,261	\$257,677,235	\$17,773,026	6.9%	\$272,950,917	\$2,499,344	0.9%
Comp	\$71,071,158	\$73,016,083	(\$1,944,925)	(2.7%)	\$71,501,844	(\$430,686)	(0.6%)
28 Day	\$28,275,906	\$26,455,521	\$1,820,385	6.9%	\$27,508,493	\$767,413	2.8%
Total Revenue	\$374,797,325	\$357,148,839	\$17,648,486	4.9%	\$371,961,254	\$2,836,071	0.8%
Average Rates							
Cash	\$143.92	\$140.79	\$3.13	2.2%	\$146.28	(\$2.36)	(1.6%)
Comp	\$133.66	\$132.89	\$0.77	0.6%	\$132.81	\$0.85	0.6%
28 Day	\$46.45	\$44.58	\$1.87	4.2%	\$45.75	\$0.70	1.5%

Reno-Sparks Convention and Visitors Authority

Hotel Statistics - Year To Date

July 2025 - January 2026

	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	1,561,474	1,472,986	88,488	6.0%	1,505,674	55,800	3.7%
Comp	531,025	548,515	(17,490)	(3.2%)	537,407	(6,382)	(1.2%)
28 Day	52,273	41,191	11,082	26.9%	50,527	1,746	3.5%
Total Occupied Rooms	2,144,772	2,062,692	82,080	4.0%	2,093,608	51,164	2.4%
Vacant	1,191,484	1,301,110	(109,626)	(8.4%)	1,227,188	(35,704)	(2.9%)
Total Available Rooms	3,336,256	3,363,802	(27,546)	(0.8%)	3,320,796	15,460	0.5%
Percentage of Occupancy							
Cash	46.8%	43.8%	3.0	6.8%	45.3%	1.5	3.3%
Comp	15.9%	16.3%	(0.4)	(2.5%)	16.2%	(0.3)	(1.9%)
28 Day	1.6%	1.2%	0.4	33.3%	1.5%	0.1	6.7%
Total Occupancy Percentage	64.3%	61.3%	3.0	4.9%	63.0%	1.3	2.1%
Vacant	35.7%	38.7%	(3.0)	(7.8%)	37.0%	(1.3)	(3.5%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$226,706,230	\$211,145,283	\$15,560,947	7.4%	\$224,927,679	\$1,778,551	0.8%
Comp	\$71,009,551	\$72,937,573	(\$1,928,022)	(2.6%)	\$71,422,944	(\$413,393)	(0.6%)
28 Day	\$5,526,219	\$4,797,214	\$729,005	15.2%	\$5,874,208	(\$347,989)	(5.9%)
Total Revenue	\$303,242,000	\$288,880,070	\$14,361,930	5.0%	\$302,224,831	\$1,017,169	0.3%
Average Rates							
Cash	\$145.19	\$143.35	\$1.84	1.3%	\$149.39	(\$4.20)	(2.8%)
Comp	\$133.72	\$132.97	\$0.75	0.6%	\$132.90	\$0.82	0.6%
28 Day	\$105.72	\$116.46	(\$10.74)	(9.2%)	\$116.26	(\$10.54)	(9.1%)

Reno-Sparks Convention and Visitors Authority

Motel Statistics - Year To Date

July 2025 - January 2026

	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	127,899	118,705	9,194	7.7%	121,642	6,257	5.1%
Comp	150	202	(52)	(25.7%)	202	(52)	(25.7%)
28 Day	18,287	21,071	(2,784)	(13.2%)	21,071	(2,784)	(13.2%)
Total Occupied Rooms	146,336	139,978	6,358	4.5%	142,915	3,421	2.4%
Vacant	106,484	107,917	(1,433)	(1.3%)	94,815	11,669	12.3%
Total Available Rooms	252,820	247,895	4,925	2.0%	237,730	15,090	6.3%
Percentage of Occupancy							
Cash	50.6%	47.9%	2.7	5.6%	51.2%	(0.6)	(1.2%)
Comp	0.1%	0.1%	-	0.0%	0.1%	-	0.0%
28 Day	7.2%	8.5%	(1.3)	(15.3%)	8.9%	(1.7)	(19.1%)
Total Occupancy Percentage	57.9%	56.5%	1.4	2.5%	60.1%	(2.2)	(3.7%)
Vacant	42.1%	43.5%	(1.4)	(3.2%)	39.9%	2.2	5.5%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$11,581,978	\$9,494,271	\$2,087,707	22.0%	\$10,057,025	\$1,524,953	15.2%
Comp	\$16,666	\$25,127	(\$8,461)	(33.7%)	\$25,127	(\$8,461)	(33.7%)
28 Day	\$708,133	929,329.75	(\$221,197)	(23.8%)	\$929,335	(\$221,202)	(23.8%)
Total Revenue	\$12,306,777	\$10,448,728	\$1,858,049	17.8%	\$11,011,487	\$1,295,290	11.8%
Average Rates							
Cash	\$90.56	\$79.98	\$10.58	13.2%	\$82.68	\$7.88	9.5%
Comp	\$111.11	\$124.39	(\$13.28)	(10.7%)	\$124.39	(\$13.28)	(10.7%)
28 Day	\$38.72	\$44.10	(\$5.38)	(12.2%)	\$44.10	(\$5.38)	(12.2%)

Reno-Sparks Convention and Visitors Authority

28 Day Motel Statistics - Year To Date

July 2025 - January 2026

	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	30,768	28,750	2,018	7.0%	28,467	2,301	8.1%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	313,130	322,108	(8,978)	(2.8%)	320,318	(7,188)	(2.2%)
Total Occupied Rooms	343,898	350,857	(6,959)	(2.0%)	348,785	(4,887)	(1.4%)
Vacant	108,646	139,773	(31,127)	(22.3%)	124,294	(15,648)	(12.6%)
Total Available Rooms	452,544	490,630	(38,086)	(7.8%)	473,079	(20,535)	(4.3%)
Percentage of Occupancy							
Cash	6.8%	5.9%	0.9	15.3%	6.0%	0.8	13.3%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	69.2%	65.7%	3.5	5.3%	67.7%	1.5	2.2%
Total Occupancy Percentage	76.0%	71.5%	4.5	6.3%	73.7%	2.3	3.1%
Vacant	24.0%	28.5%	(4.5)	(15.8%)	26.3%	(2.3)	(8.7%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$1,453,782	\$1,341,201	\$112,581	8.4%	\$1,345,949	\$107,833	8.0%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$10,310,622	\$10,127,323	\$183,299	1.8%	\$10,070,074	\$240,548	2.4%
Total Revenue	\$11,764,404	\$11,468,524	\$295,880	2.6%	\$11,416,023	\$348,381	3.1%
Average Rates							
Cash	\$47.25	\$46.65	\$0.60	1.3%	\$47.28	(\$0.03)	(0.1%)
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$32.93	\$31.44	\$1.49	4.7%	\$31.44	\$1.49	4.7%

Reno-Sparks Convention and Visitors Authority

RV Park Statistics - Year To Date

July 2025 - January 2026

	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	45,441	54,014	(8,573)	(15.9%)	55,643	(10,202)	(18.3%)
Comp	571	744	(173)	(23.3%)	744	(173)	(23.3%)
28 Day	163,906	150,062	13,844	9.2%	150,062	13,844	9.2%
Total Occupied Rooms	209,918	204,820	5,098	2.5%	206,449	3,469	1.7%
Vacant	73,273	102,200	(28,927)	(28.3%)	94,543	(21,270)	(22.5%)
Total Available Rooms	283,191	307,020	(23,829)	(7.8%)	300,992	(17,801)	(5.9%)
Percentage of Occupancy							
Cash	16.0%	17.6%	(1.6)	(9.1%)	18.5%	(2.5)	(13.5%)
Comp	0.2%	0.2%	-	0.0%	0.2%	-	0.0%
28 Day	57.9%	48.9%	9.0	18.4%	49.9%	8.0	16.0%
Total Occupancy Percentage	74.1%	66.7%	7.4	11.1%	68.6%	5.5	8.0%
Vacant	25.9%	33.3%	(7.4)	(22.2%)	31.4%	(5.5)	(17.5%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$2,636,234	\$2,543,833	\$92,401	3.6%	\$2,677,689	(\$41,455)	(1.5%)
Comp	\$44,941	\$53,382	(\$8,441)	(15.8%)	\$53,383	(\$8,442)	(15.8%)
28 Day	\$4,872,845	\$4,117,160	\$755,685	18.4%	\$4,117,030	\$755,815	18.4%
Total Revenue	\$7,554,020	\$6,714,375	\$839,645	12.5%	\$6,848,102	\$705,918	10.3%
Average Rates							
Cash	\$58.01	\$47.10	\$10.91	23.2%	\$48.12	\$9.89	20.6%
Comp	\$78.71	\$71.75	\$6.96	9.7%	\$71.75	\$6.96	9.7%
28 Day	\$29.73	\$27.44	\$2.29	8.3%	\$27.44	\$2.29	8.3%

Reno-Sparks Convention and Visitors Authority

Vacation Rental Statistics - Year To Date

July 2025 - January 2026

	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	127,398	129,586	(2,188)	(1.7%)	128,441	(1,043)	(0.8%)
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	59,202	57,549	1,653	2.9%	57,549	1,653	2.9%
Total Occupied Rooms	186,600	187,135	(535)	(0.3%)	185,990	610	0.3%
Vacant	73,949	51,945	22,004	42.4%	73,964	(15)	0.0%
Total Available Rooms	260,549	239,080	21,469	9.0%	259,954	595	0.2%
Percentage of Occupancy							
Cash	48.9%	54.2%	(5.3)	(9.8%)	49.4%	(0.5)	(1.0%)
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	22.7%	24.1%	(1.4)	(5.8%)	22.1%	0.6	2.7%
Total Occupancy Percentage	71.6%	78.3%	(6.7)	(8.6%)	71.5%	0.1	0.1%
Vacant	28.4%	21.7%	6.7	30.9%	28.5%	(0.1)	(0.4%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$29,999,956	\$29,846,382	\$153,574	0.5%	\$30,410,312	(\$410,356)	(1.3%)
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$6,642,378	\$6,313,343	\$329,035	5.2%	\$6,313,350	\$329,028	5.2%
Total Revenue	\$36,642,334	\$36,159,725	\$482,609	1.3%	\$36,723,662	(\$81,328)	(0.2%)
Average Rates							
Cash	\$235.48	\$230.32	\$5.16	2.2%	\$236.76	(\$1.28)	(0.5%)
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$112.20	\$109.70	\$2.50	2.3%	\$109.70	\$2.50	2.3%

Reno-Sparks Convention and Visitors Authority

Timeshare Statistics - Year To Date

July 2025 - January 2026

	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	15,985	21,274	(5,289)	(24.9%)	21,136	(5,151)	(24.4%)
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	-	-	-	0.0%	378	(378)	(100.0%)
Total Occupied Rooms	15,985	21,274	(5,289)	(24.9%)	21,514	(5,529)	(25.7%)
Vacant	55,168	53,126	2,042	3.8%	59,128	(3,960)	(6.7%)
Total Available Rooms	71,153	74,400	(3,247)	(4.4%)	80,642	(9,489)	(11.8%)
Percentage of Occupancy							
Cash	22.5%	28.6%	(6.1)	(21.3%)	26.2%	(3.7)	(14.1%)
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	0.0%	0.0%	-	0.0%	0.5%	(0.5)	(100.0%)
Total Occupancy Percentage	22.5%	28.6%	(6.1)	(21.3%)	26.7%	(4.2)	(15.7%)
Vacant	77.5%	71.4%	6.1	8.5%	73.3%	4.2	5.7%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$1,360,112	\$1,925,382	(\$565,270)	(29.4%)	\$1,880,949	(\$520,837)	(27.7%)
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	\$1,360,112	\$1,925,382	(\$565,270)	(29.4%)	\$1,914,294	(\$554,182)	(28.9%)
Average Rates							
Cash	\$85.09	\$90.50	(\$5.41)	(6.0%)	\$88.99	(\$3.90)	(4.4%)
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 - January 2026

	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	4,955	4,872	83	1.7%	4,990	(35)	(0.7%)
Comp	-	-	-	0.0%	9	(9)	(100.0%)
28 Day	1,899	1,436	463	32.2%	1,436	463	32.2%
Total Occupied Rooms	6,854	6,308	546	8.7%	6,435	419	6.5%
Vacant	42,159	24,972	17,187	68.8%	40,931	1,228	3.0%
Total Available Rooms	49,013	31,280	17,733	56.7%	47,366	1,647	3.5%
Percentage of Occupancy							
Cash	10.1%	15.6%	(5.5)	(35.3%)	10.5%	(0.4)	(3.8%)
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	3.9%	4.6%	(0.7)	(15.2%)	3.0%	0.9	30.0%
Total Occupancy Percentage	14.0%	20.2%	(6.2)	(30.7%)	13.6%	0.4	2.9%
Vacant	86.0%	79.8%	6.2	7.8%	86.4%	(0.4)	(0.5%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$1,711,969	\$1,380,884	\$331,085	24.0%	\$1,651,314	\$60,655	3.7%
Comp	\$0	\$0	\$0	0.0%	\$390	(\$390)	(100.0%)
28 Day	\$215,709	\$171,151	\$44,558	26.0%	\$171,151	\$44,558	26.0%
Total Revenue	\$1,927,678	\$1,552,035	\$375,643	24.2%	\$1,822,855	\$104,823	5.8%
Average Rates							
Cash	\$345.50	\$283.41	\$62.09	21.9%	\$330.92	\$14.58	4.4%
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$43.33	(\$43.33)	(100.0%)
28 Day	\$113.59	\$119.19	(\$5.60)	(4.7%)	\$119.19	(\$5.60)	(4.7%)

**Reno-Sparks Convention and Visitors Authority
Taxable Revenue by District
January 2026**

	2026		2025		Increase (Decrease)		Year to Date		Prior Year		Increase (Decrease)	
	January	January	January	January	\$	%	July 2025 - January 2026	July 2024 - January 2025	July 2024 - January 2025	July 2024 - January 2025	\$	%
Reno B	\$ 17,832,101	\$ 14,535,725	\$ 3,296,376	22.7%	\$ 137,645,952	\$ 128,794,949	\$ 8,851,003	6.9%				
Reno D	\$ 6,585,501	\$ 5,911,847	\$ 673,655	11.4%	\$ 55,911,011	\$ 56,835,989	\$ (924,978)	-1.6%				
Reno E	\$ 1,299,730	\$ 1,266,925	\$ 32,805	2.6%	\$ 9,698,936	\$ 8,420,417	\$ 1,278,518	15.2%				
Total Reno	\$ 25,717,332	\$ 21,714,498	\$ 4,002,836	18.4%	\$ 203,255,899	\$ 194,051,356	\$ 9,204,544	4.7%				
Washoe A	\$ 247,922	\$ 238,457	\$ 9,464	4.0%	\$ 1,764,752	\$ 1,268,219	\$ 496,532	39.2%				
Washoe B	\$ 4,837,744	\$ 5,606,716	\$ (768,972)	-13.7%	\$ 34,375,741	\$ 44,924,429	\$ (10,548,688)	-23.5%				
Total Washoe County	\$ 5,085,666	\$ 5,845,173	\$ (759,508)	-13.0%	\$ 36,140,492	\$ 46,192,649	\$ (10,052,156)	-21.8%				
Sparks	\$ 4,638,676	\$ 3,482,097	\$ 1,156,579	33.2%	\$ 36,053,869	\$ 32,706,912	\$ 3,346,957	10.2%				
Total Taxable Revenue	\$ 35,441,674	\$ 31,041,768	\$ 4,399,906	14.2%	\$ 275,450,261	\$ 272,950,917	\$ 2,499,344	0.9%				

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
January 2026**

	2026 January	2025 January	Increase (Decrease)		Year to Date July 2025 - January 2026	Prior Year July 2024 - January 2025	Increase (Decrease)	
			#	%			#	%
Reno B	128,137	109,316	18,821	17.2%	968,381	921,771	46,610	5.1%
Reno D	52,986	50,334	2,652	5.3%	427,774	445,313	(17,539)	(3.9%)
Reno E	10,037	10,393	(356)	(3.4%)	71,718	67,271	4,447	6.6%
Total Reno	191,160	170,043	21,117	12.4%	1,467,873	1,434,355	33,518	2.3%
Washoe A	2,050	1,816	234	12.9%	16,662	13,236	3,426	25.9%
Washoe B	16,080	16,097	(17)	(0.1%)	108,615	124,141	(15,526)	(12.5%)
Total Washoe County	18,130	17,913	217	1.2%	125,277	137,377	(12,100)	(8.8%)
Sparks	45,705	33,975	11,730	34.5%	320,770	294,261	26,509	9.0%
Total Taxable Rooms	254,995	221,931	33,064	14.9%	1,913,920	1,865,993	47,927	2.6%

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
January 2026**

	2026		2025		Increase (Decrease)		Year to Date		Prior Year		Increase (Decrease)			
	January		January		\$	%	July 2025 - January 2026		July 2024 - January 2025		\$	%		
Reno B	\$	139.16	\$	132.97	\$	6.19	4.7%	\$	142.14	\$	139.73	\$	2.41	1.7%
Reno D	\$	124.29	\$	117.45	\$	6.84	5.8%	\$	130.70	\$	127.63	\$	3.07	2.4%
Reno E	\$	129.49	\$	121.90	\$	7.59	6.2%	\$	135.24	\$	125.17	\$	10.07	8.0%
Total Reno	\$	134.53	\$	127.70	\$	6.83	5.4%	\$	138.47	\$	135.29	\$	3.18	2.4%
Washoe A	\$	120.94	\$	131.31	\$	(10.37)	-7.9%	\$	105.91	\$	95.82	\$	10.10	10.5%
Washoe B	\$	300.85	\$	348.31	\$	(47.45)	-13.6%	\$	316.49	\$	361.88	\$	(45.39)	-12.5%
Total Washoe County	\$	280.51	\$	326.31	\$	(45.80)	-14.0%	\$	288.48	\$	336.25	\$	(47.76)	-14.2%
Sparks	\$	101.49	\$	102.49	\$	(1.00)	-1.0%	\$	112.40	\$	111.15	\$	1.25	1.1%
Total Average Daily Rate	\$	138.99	\$	139.87	\$	(0.88)	-0.6%	\$	143.92	\$	146.28	\$	(2.36)	-1.6%

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