

RENO-SPARKS CONVENTION & VISITORS AUTHORITY

February 2026

Room Statistics Compared to the Prior Year

Taxable room revenues for the month of February 2026 are \$33,464,080 and above February of the prior year by \$3,321,952 (11.0%). Cash occupied room nights of 241,393 are above prior year by 26,657 (12.4%). Comp occupied room nights of 64,203 are below prior year by 1,135 (-1.7%), and 28-day occupied room nights of 81,813 are above prior year by 7,677 (10.4%). Total occupied rooms for the month of February 2026 (Cash, Comp, 28-day) are 33,199 (9.4%) above the prior year.

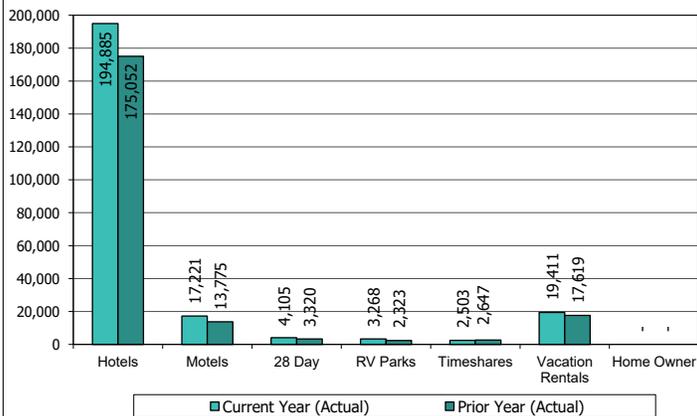
Overall, the Washoe County occupancy percentage of 63.2% for the month is 7.1% above the 59.0% level of the prior year. There were 12,872 (2.1%) more available rooms for the month compared to the prior year.

Overall cash average rates for February 2026 of \$138.63 decreased \$1.74 (-1.2%), compared to \$140.37 for the prior year.

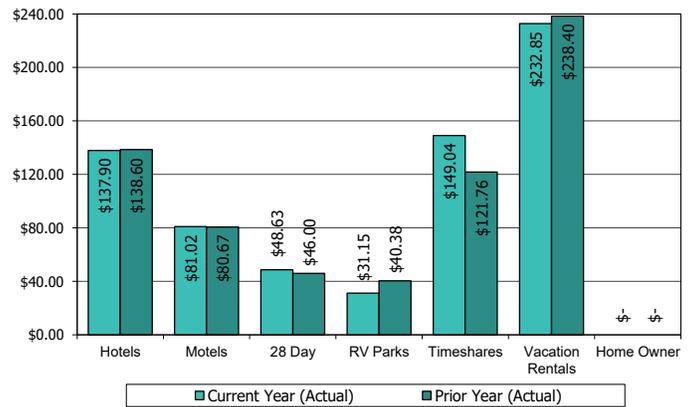
Year-to-date cash occupied room nights of 2,155,313 are 74,584 (3.6%) above prior year. Cash average rates year-to-date of \$143.33 are \$2.34 (-1.6%) below the prior year. Year-to-date, total taxable room revenues of \$308,914,341 are (1.9%) above prior year.

Segments	Available Rooms	February 2026				
		Cash Occupied Rooms	Average Cash Rate		Increase (Decrease)	
			Current Year	Prior Year	\$	%
Hotels	439,535	194,885	\$137.90	\$138.60	(\$0.70)	-0.5%
Motels	33,275	17,221	\$81.02	\$80.67	\$0.35	0.4%
28 Day	58,810	4,105	\$48.63	\$46.00	\$2.63	5.7%
RV Parks	34,496	3,268	\$31.15	\$40.38	(\$9.23)	-22.9%
Timeshares	8,895	2,503	\$149.04	\$121.76	\$27.28	22.4%
Vacation Rentals	37,804	19,411	\$232.85	\$238.40	(\$5.55)	-2.2%
Home Owner	-	-	-	-	\$0.00	0.0%
Totals	612,815	241,393	\$138.63	\$140.37	(\$1.74)	-1.2%

CASH OCCUPIED ROOM NIGHTS



AVERAGE CASH RATES



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Reno-Sparks Convention and Visitors Authority

Combined Room Statistics

February 2026

Description	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Taxable Room Revenues	\$33,464,080	\$29,001,800	\$4,462,280	15.4%	\$30,142,128	\$3,321,952	11.0%
Occupied Rooms - Cash	241,393	213,794	27,599	12.9%	214,736	26,657	12.4%
Average Rate - Cash	\$138.63	\$135.65	\$2.98	2.2%	\$140.37	(\$1.74)	(1.2%)
Occupied Rooms							
Cash	241,393	213,794	27,599	12.9%	214,736	26,657	12.4%
Comp	64,203	65,991	(1,788)	(2.7%)	65,338	(1,135)	(1.7%)
28 Day	81,813	74,227	7,586	10.2%	74,136	7,677	10.4%
Total Occupied Rooms	387,409	354,012	33,397	9.4%	354,210	33,199	9.4%
Percentage of Occupancy							
Cash	39.4%	34.5%	4.9	14.2%	35.8%	3.6	10.1%
Comp	10.5%	10.7%	(0.2)	(1.9%)	10.9%	(0.4)	(3.7%)
28 Day	13.4%	12.0%	1.4	11.7%	12.4%	1.0	8.1%
Total Percentage of Occupancy	63.2%	57.1%	6.1	10.7%	59.0%	4.2	7.1%
Market Segments							
Occupied Rooms - Cash							
Hotels	194,885	174,177	20,708	11.9%	175,052	19,833	11.3%
Motels	17,221	13,500	3,722	27.6%	13,775	3,446	25.0%
28 Day Motels	4,105	3,353	752	22.4%	3,320	785	23.6%
R.V. Parks	3,268	2,323	945	40.7%	2,323	945	40.7%
Vacation Rentals	19,411	17,781	1,630	9.2%	17,619	1,792	10.2%
Timehares	2,503	2,661	(158)	(5.9%)	2,647	(144)	(5.4%)
Home Owner Rentals	-	-	-	0.0%	-	-	0.0%
Total Occupied - Cash	241,393	213,794	27,599	12.9%	214,736	26,657	12.4%
Percentage of Occupancy - Cash							
Hotels	44.3%	39.5%	4.8	12.2%	41.3%	3.0	7.3%
Motels	51.8%	41.8%	10.0	23.9%	42.1%	9.7	23.0%
28 Day Motels	7.0%	5.2%	1.8	34.6%	5.6%	1.4	25.0%
R.V. Parks	9.5%	5.8%	3.7	63.8%	6.0%	3.5	58.3%
Vacation Rentals	51.3%	57.1%	(5.8)	(10.2%)	50.6%	0.7	1.4%
Timeshares	28.1%	23.8%	4.3	18.1%	26.4%	1.7	6.4%
Home Owner Rentals	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.0%
Total Occupancy Percentage - Cash	39.4%	34.5%	4.9	14.2%	35.8%	3.6	10.1%
Average Rates - Cash							
Hotels	\$137.90	\$133.06	\$4.84	3.6%	\$138.60	(\$0.70)	(0.5%)
Motels	\$81.02	\$78.25	\$2.77	3.5%	\$80.67	\$0.35	0.4%
28 Day Motels	\$48.63	\$46.00	\$2.63	5.7%	\$46.00	\$2.63	5.7%
R.V. Parks	\$31.15	\$40.38	(\$9.23)	(22.9%)	\$40.38	(\$9.23)	(22.9%)
Vacation Rentals	\$232.85	\$235.92	(\$3.07)	(1.3%)	\$238.40	(\$5.55)	(2.3%)
Timeshares	\$149.04	\$123.00	\$26.04	21.2%	\$121.76	\$27.28	22.4%
Home Owner Rentals	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
Total Cash Average Rate	\$138.63	\$135.65	\$2.98	2.2%	\$140.37	(\$1.74)	(1.2%)

Reno-Sparks Convention and Visitors Authority

Combined Room Statistics

February 2026

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	241,393	213,794	27,599	12.9%	214,736	26,657	12.4%
Comp	64,203	65,991	(1,788)	(2.7%)	65,338	(1,135)	(1.7%)
28 Day	81,813	74,227	7,586	10.2%	74,136	7,677	10.4%
Total Occupied Rooms	387,409	354,012	33,397	9.4%	354,210	33,199	9.4%
Vacant	225,406	265,572	(40,166)	(15.1%)	245,733	(20,327)	(8.3%)
Total Available Rooms	612,815	619,584	(6,769)	(1.1%)	599,943	12,872	2.1%
Percentage of Occupancy							
Cash	39.4%	34.5%	4.9	14.2%	35.8%	3.6	10.1%
Comp	10.5%	10.7%	(0.2)	(1.9%)	10.9%	(0.4)	(3.7%)
28 Day	13.4%	12.0%	1.4	11.7%	12.4%	1.0	8.1%
Total Occupancy Percentage	63.2%	57.1%	6.1	10.7%	59.0%	4.2	7.1%
Vacant	36.8%	42.9%	(6.1)	(14.2%)	41.0%	(4.2)	(10.2%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$33,464,080	\$29,001,800	\$4,462,280	15.4%	\$30,142,128	\$3,321,952	11.0%
Comp	\$8,647,380	\$8,808,280	(\$160,900)	(1.8%)	\$8,720,682	(\$73,302)	(0.8%)
28 Day	\$4,196,403	\$3,445,588	\$750,815	21.8%	\$3,438,041	\$758,362	22.1%
Total Revenue	\$46,307,863	\$41,255,668	\$5,052,195	12.2%	\$42,300,851	\$4,007,012	9.5%
Average Rates							
Cash	\$138.63	\$135.65	\$2.98	2.2%	\$140.37	(\$1.74)	(1.2%)
Comp	\$134.69	\$133.48	\$1.21	0.9%	\$133.47	\$1.22	0.9%
28 Day	\$51.29	\$46.42	\$4.87	10.5%	\$46.37	\$4.92	10.6%

Reno-Sparks Convention and Visitors Authority

Hotel Statistics

February 2026

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	194,885	174,177	20,708	11.9%	175,052	19,833	11.3%
Comp	64,183	65,910	(1,727)	(2.6%)	65,257	(1,074)	(1.6%)
28 Day	8,412	4,725	3,687	78.0%	4,678	3,734	79.8%
Total Occupied Rooms	267,480	244,811	22,669	9.3%	244,987	22,493	9.2%
Vacant	172,055	196,273	(24,218)	(12.3%)	178,746	(6,691)	(3.7%)
Total Available Rooms	439,535	441,084	(1,549)	(0.4%)	423,733	15,802	3.7%
Percentage of Occupancy							
Cash	44.3%	39.5%	4.8	12.2%	41.3%	3.0	7.3%
Comp	14.6%	14.9%	(0.3)	(2.0%)	15.4%	(0.8)	(5.2%)
28 Day	1.9%	1.1%	0.8	72.7%	1.1%	0.8	72.7%
Total Occupancy Percentage	60.9%	55.5%	5.4	9.7%	57.8%	3.1	5.4%
Vacant	39.1%	44.5%	(5.4)	(12.1%)	42.2%	(3.1)	(7.3%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$26,874,346	\$23,175,260	\$3,699,086	16.0%	\$24,261,762	\$2,612,584	10.8%
Comp	\$8,644,685	\$8,800,905	(\$156,220)	(1.8%)	\$8,713,629	(\$68,944)	(0.8%)
28 Day	\$974,246	\$585,778	\$388,468	66.3%	\$579,969	\$394,277	68.0%
Total Revenue	\$36,493,277	\$32,561,943	\$3,931,334	12.1%	\$33,555,360	\$2,937,917	8.8%
Average Rates							
Cash	\$137.90	\$133.06	\$4.84	3.6%	\$138.60	(\$0.70)	(0.5%)
Comp	\$134.69	\$133.53	\$1.16	0.9%	\$133.53	\$1.16	0.9%
28 Day	\$115.82	\$123.98	(\$8.16)	(6.6%)	\$123.98	(\$8.16)	(6.6%)

Reno-Sparks Convention and Visitors Authority

Motel Statistics

February 2026

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	17,221	13,500	3,722	27.6%	13,775	3,446	25.0%
Comp	19	35	(16)	(45.7%)	35	(16)	(45.7%)
28 Day	2,260	2,241	19	0.9%	2,197	63	2.9%
Total Occupied Rooms	19,500	15,775	3,725	23.6%	16,007	3,493	21.8%
Vacant	13,775	16,509	(2,734)	(16.6%)	16,729	(2,954)	(17.7%)
Total Available Rooms	33,275	32,284	991	3.1%	32,736	539	1.6%
Percentage of Occupancy							
Cash	51.8%	41.8%	10.0	23.9%	42.1%	9.7	23.0%
Comp	0.1%	0.1%	-	0.0%	0.1%	-	0.0%
28 Day	6.8%	6.9%	(0.1)	(1.4%)	6.7%	0.1	1.5%
Total Occupancy Percentage	58.6%	48.9%	9.7	19.8%	48.9%	9.7	19.8%
Vacant	41.4%	51.1%	(9.7)	(19.0%)	51.1%	(9.7)	(19.0%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$1,395,294	\$1,056,335	\$338,959	32.1%	\$1,111,198	\$284,096	25.6%
Comp	\$2,339	\$4,375	(\$2,036)	(46.5%)	\$4,053	(\$1,714)	(42.3%)
28 Day	\$86,797	\$84,775	\$2,022	2.4%	\$83,121	\$3,676	4.4%
Total Revenue	\$1,484,430	\$1,145,484	\$338,946	29.6%	\$1,198,372	\$286,058	23.9%
Average Rates							
Cash	\$81.02	\$78.25	\$2.77	3.5%	\$80.67	\$0.35	0.4%
Comp	\$123.11	\$125.00	(\$1.89)	(1.5%)	\$115.80	\$7.31	6.3%
28 Day	\$38.41	\$37.83	\$0.58	1.5%	\$37.83	\$0.58	1.5%

Reno-Sparks Convention and Visitors Authority

28 Day Motel Statistics

February 2026

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	4,105	3,353	752	22.4%	3,320	785	23.6%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	41,240	39,145	2,095	5.4%	39,145	2,095	5.4%
Total Occupied Rooms	45,345	42,498	2,847	6.7%	42,465	2,880	6.8%
Vacant	13,465	21,398	(7,933)	(37.1%)	17,231	(3,766)	(21.9%)
Total Available Rooms	58,810	63,896	(5,086)	(8.0%)	59,696	(886)	(1.5%)
Percentage of Occupancy							
Cash	7.0%	5.2%	1.8	34.6%	5.6%	1.4	25.0%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	70.1%	61.3%	8.8	14.4%	65.6%	4.5	6.9%
Total Occupancy Percentage	77.1%	66.5%	10.6	15.9%	71.1%	6.0	8.4%
Vacant	22.9%	33.5%	(10.6)	(31.6%)	28.9%	(6.0)	(20.8%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$199,631	\$154,247	\$45,384	29.4%	\$152,720	\$46,911	30.7%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$1,380,093	\$1,299,614	\$80,479	6.2%	\$1,299,457	\$80,636	6.2%
Total Revenue	\$1,579,724	\$1,453,861	\$125,863	8.7%	\$1,452,177	\$127,547	8.8%
Average Rates							
Cash	\$48.63	\$46.00	\$2.63	5.7%	\$46.00	\$2.63	5.7%
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$33.46	\$33.20	\$0.26	0.8%	\$33.20	\$0.26	0.8%

Reno-Sparks Convention and Visitors Authority

RV Park Statistics

February 2026

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	3,268	2,323	945	40.7%	2,323	945	40.7%
Comp	1	46	(45)	(97.8%)	46	(45)	(97.8%)
28 Day	22,230	20,346	1,884	9.3%	20,346	1,884	9.3%
Total Occupied Rooms	25,499	22,715	2,784	12.3%	22,715	2,784	12.3%
Vacant	8,997	17,269	(8,272)	(47.9%)	16,230	(7,233)	(44.6%)
Total Available Rooms	34,496	39,984	(5,488)	(13.7%)	38,945	(4,449)	(11.4%)
Percentage of Occupancy							
Cash	9.5%	5.8%	3.7	63.8%	6.0%	3.5	58.3%
Comp	0.0%	0.1%	(0.1)	(100.0%)	0.1%	(0.1)	(100.0%)
28 Day	64.4%	50.9%	13.5	26.5%	52.2%	12.2	23.4%
Total Occupancy Percentage	73.9%	56.8%	17.1	30.1%	58.3%	15.6	26.8%
Vacant	26.1%	43.2%	(17.1)	(39.6%)	41.7%	(15.6)	(37.4%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$101,803	\$93,803	\$8,000	8.5%	\$93,807	\$7,996	8.5%
Comp	\$356	\$3,000	(\$2,644)	(88.1%)	\$3,000	(\$2,644)	(88.1%)
28 Day	\$708,673	\$591,662	\$117,011	19.8%	\$591,721	\$116,952	19.8%
Total Revenue	\$810,832	\$688,465	\$122,367	17.8%	\$688,528	\$122,304	17.8%
Average Rates							
Cash	\$31.15	\$40.38	(\$9.23)	(22.9%)	\$40.38	(\$9.23)	(22.9%)
Comp	\$356.00	\$65.22	\$290.78	445.8%	\$65.22	\$290.78	445.8%
28 Day	\$31.88	\$29.08	\$2.80	9.6%	\$29.08	\$2.80	9.6%

Reno-Sparks Convention and Visitors Authority

Vacation Rental Statistics

February 2026

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	19,411	17,781	1,630	9.2%	17,619	1,792	10.2%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	7,671	7,770	(99)	(1.3%)	7,770	(99)	(1.3%)
Total Occupied Rooms	27,082	25,551	1,531	6.0%	25,389	1,693	6.7%
Vacant	10,722	5,585	5,137	92.0%	9,422	1,300	13.8%
Total Available Rooms	37,804	31,136	6,668	21.4%	34,811	2,993	8.6%
Percentage of Occupancy							
Cash	51.3%	57.1%	(5.8)	(10.2%)	50.6%	0.7	1.4%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	20.3%	25.0%	(4.7)	(18.8%)	22.3%	(2.0)	(9.0%)
Total Occupancy Percentage	71.6%	82.1%	(10.5)	(12.8%)	72.9%	(1.3)	(1.8%)
Vacant	28.4%	17.9%	10.5	58.7%	27.1%	1.3	4.8%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$4,519,947	\$4,194,852	\$325,095	7.7%	\$4,200,343	\$319,604	7.6%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$1,046,594	\$883,760	\$162,834	18.4%	\$883,773	\$162,821	18.4%
Total Revenue	\$5,566,541	\$5,078,612	\$487,929	9.6%	\$5,084,116	\$482,425	9.5%
Average Rates							
Cash	\$232.85	\$235.92	(\$3.07)	(1.3%)	\$238.40	(\$5.55)	(2.3%)
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$136.44	\$113.74	\$22.70	20.0%	\$113.74	\$22.70	20.0%

Reno-Sparks Convention and Visitors Authority

Timeshare Statistics

February 2026

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	2,503	2,661	(158)	(5.9%)	2,647	(144)	(5.4%)
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	-	-	-	0.0%	-	-	0.0%
Total Occupied Rooms	2,503	2,661	(158)	(5.9%)	2,647	(144)	(5.4%)
Vacant	6,392	8,539	(2,147)	(25.1%)	7,375	(983)	(13.3%)
Total Available Rooms	8,895	11,200	(2,305)	(20.6%)	10,022	(1,127)	(11.2%)
Percentage of Occupancy							
Cash	28.1%	23.8%	4.3	18.1%	26.4%	1.7	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	28.1%	23.8%	4.3	18.1%	26.4%	1.7	6.4%
Vacant	71.9%	76.2%	(4.3)	(5.6%)	73.6%	(1.7)	(2.3%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$373,059	\$327,303	\$45,756	14.0%	\$322,298	\$50,761	15.7%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
Total Revenue	\$373,059	\$327,303	\$45,756	14.0%	\$322,298	\$50,761	15.7%
Average Rates							
Cash	\$149.04	\$123.00	\$26.04	21.2%	\$121.76	\$27.28	22.4%
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%	\$0.00	\$0.00	0.0%

Reno-Sparks Convention and Visitors Authority

Home Owner Rental

February 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 - February 2026

Description	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Taxable Room Revenues	\$308,914,341	\$286,679,035	\$22,235,306	7.8%	\$303,093,045	\$5,821,296	1.9%
Occupied Rooms - Cash	2,155,313	2,043,981	111,332	5.4%	2,080,729	74,584	3.6%
Average Rate - Cash	\$143.33	\$140.26	\$3.07	2.2%	\$145.67	(\$2.34)	(1.6%)
Occupied Rooms							
Cash	2,155,313	2,043,981	111,332	5.4%	2,080,729	74,584	3.6%
Comp	595,949	615,793	(19,844)	(3.2%)	603,700	(7,751)	(1.3%)
28 Day	690,539	667,643	22,896	3.4%	675,477	15,062	2.2%
Total Occupied Rooms	3,441,801	3,327,417	114,384	3.4%	3,359,906	81,895	2.4%
Percentage of Occupancy							
Cash	40.5%	38.0%	2.5	6.6%	39.1%	1.4	3.6%
Comp	11.2%	11.5%	(0.3)	(2.6%)	11.3%	(0.1)	(0.9%)
28 Day	13.0%	12.4%	0.6	4.8%	12.7%	0.3	2.4%
Total Percentage of Occupancy	64.7%	61.9%	2.8	4.5%	63.2%	1.5	2.4%
Market Segments							
Occupied Rooms - Cash							
Hotels	1,756,359	1,647,162	109,197	6.6%	1,680,726	75,633	4.5%
Motels	145,120	132,204	12,916	9.8%	135,417	9,703	7.2%
28 Day Motels	34,873	32,103	2,770	8.6%	31,787	3,086	9.7%
R.V. Parks	48,709	56,337	(7,628)	(13.5%)	57,966	(9,257)	(16.0%)
Vacation Rentals	146,933	147,367	(434)	(0.3%)	146,394	539	0.4%
Timeshares	18,488	23,935	(5,447)	(22.8%)	23,783	(5,295)	(22.3%)
Home Owner Rentals	4,831	4,872	(41)	(0.8%)	4,656	175	3.8%
Total Occupied - Cash	2,155,313	2,043,981	111,332	5.4%	2,080,729	74,584	3.6%
Percentage of Occupancy - Cash							
Hotels	46.5%	43.3%	3.2	7.4%	44.9%	1.6	3.6%
Motels	50.7%	47.2%	3.5	7.4%	50.1%	0.6	1.2%
28 Day Motels	6.8%	5.8%	1.0	17.2%	6.0%	0.8	13.3%
R.V. Parks	15.3%	16.2%	(0.9)	(5.6%)	17.1%	(1.8)	(10.5%)
Vacation Rentals	48.9%	54.5%	(5.6)	(10.3%)	49.3%	(0.4)	(0.8%)
Timeshares	22.4%	28.0%	(5.6)	(20.0%)	26.2%	(3.8)	(14.5%)
Home Owner Rentals	10.3%	15.6%	(5.3)	(34.0%)	10.3%	0.0	0.0%
Total Occupancy Percentage - Cash	40.5%	38.0%	2.5	6.6%	39.1%	1.4	3.6%
Average Rates - Cash							
Hotels	\$144.38	\$142.26	\$2.12	1.5%	\$148.26	(\$3.88)	(2.6%)
Motels	\$89.42	\$79.81	\$9.61	12.0%	\$82.47	\$6.95	8.4%
28 Day Motels	\$47.41	\$46.58	\$0.83	1.8%	\$47.15	\$0.26	0.6%
R.V. Parks	\$56.21	\$46.82	\$9.39	20.1%	\$47.81	\$8.40	17.6%
Vacation Rental	\$235.15	\$231.00	\$4.15	1.8%	\$236.97	(\$1.82)	(0.8%)
Timeshares	\$93.75	\$94.12	(\$0.37)	(0.4%)	\$92.64	\$1.11	1.2%
Home Owner Rentals	\$347.75	\$283.41	\$64.34	22.7%	\$337.48	\$10.27	3.0%
Total Cash Average Rate	\$143.33	\$140.26	\$3.07	2.2%	\$145.67	(\$2.34)	(1.6%)

Reno-Sparks Convention and Visitors Authority

Combined Room Statistics - Year To Date

July 2025 - February 2026

	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	2,155,313	2,043,981	111,332	5.4%	2,080,729	74,584	3.6%
Comp	595,949	615,793	(19,844)	(3.2%)	603,700	(7,751)	(1.3%)
28 Day	690,539	667,643	22,896	3.4%	675,477	15,062	2.2%
Total Occupied Rooms	3,441,801	3,327,417	114,384	3.4%	3,359,906	81,895	2.4%
Vacant	1,879,116	2,046,274	(167,158)	(8.2%)	1,960,596	(81,480)	(4.2%)
Total Available Rooms	5,320,917	5,373,691	(52,774)	(1.0%)	5,320,502	415	0.0%
Percentage of Occupancy							
Cash	40.5%	38.0%	2.5	6.6%	39.1%	1.4	3.6%
Comp	11.2%	11.5%	(0.3)	(2.6%)	11.3%	(0.1)	(0.9%)
28 Day	13.0%	12.4%	0.6	4.8%	12.7%	0.3	2.4%
Total Occupancy Percentage	64.7%	61.9%	2.8	4.5%	63.2%	1.5	2.4%
Vacant	35.3%	38.1%	(2.8)	(7.3%)	36.8%	(1.5)	(4.1%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$308,914,341	\$286,679,035	\$22,235,306	7.8%	\$303,093,045	\$5,821,296	1.9%
Comp	\$79,718,538	\$81,865,471	(\$2,146,933)	(2.6%)	\$80,222,525	(\$503,987)	(0.6%)
28 Day	\$32,472,308	\$29,901,110	\$2,571,198	8.6%	\$30,946,535	\$1,525,773	4.9%
Total Revenue	\$421,105,187	\$398,445,616	\$22,659,571	5.7%	\$414,262,105	\$6,843,082	1.7%
Average Rates							
Cash	\$143.33	\$140.26	\$3.07	2.2%	\$145.67	(\$2.34)	(1.6%)
Comp	\$133.77	\$132.94	\$0.83	0.6%	\$132.88	\$0.89	0.7%
28 Day	\$47.02	\$44.79	\$2.23	5.0%	\$45.81	\$1.21	2.6%

Reno-Sparks Convention and Visitors Authority

Hotel Statistics - Year To Date

July 2025 - February 2026

	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	1,756,359	1,647,162	109,197	6.6%	1,680,726	75,633	4.5%
Comp	595,208	614,766	(19,558)	(3.2%)	602,664	(7,456)	(1.2%)
28 Day	60,714	45,916	14,798	32.2%	55,205	5,509	10.0%
Total Occupied Rooms	2,412,281	2,307,844	104,437	4.5%	2,338,595	73,686	3.2%
Vacant	1,363,510	1,497,042	(133,532)	(8.9%)	1,405,934	(42,424)	(3.0%)
Total Available Rooms	3,775,791	3,804,886	(29,095)	(0.8%)	3,744,529	31,262	0.8%
Percentage of Occupancy							
Cash	46.5%	43.3%	3.2	7.4%	44.9%	1.6	3.6%
Comp	15.8%	16.2%	(0.4)	(2.5%)	16.1%	(0.3)	(1.9%)
28 Day	1.6%	1.2%	0.4	33.3%	1.5%	0.1	6.7%
Total Occupancy Percentage	63.9%	60.7%	3.2	5.3%	62.5%	1.4	2.2%
Vacant	36.1%	39.3%	(3.2)	(8.1%)	37.5%	(1.4)	(3.7%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$253,580,576	\$234,320,544	\$19,260,032	8.2%	\$249,189,441	\$4,391,135	1.8%
Comp	\$79,654,236	\$81,779,587	(\$2,125,351)	(2.6%)	\$80,136,573	(\$482,337)	(0.6%)
28 Day	\$6,500,465	\$5,382,992	\$1,117,473	20.8%	\$6,454,177	\$46,288	0.7%
Total Revenue	\$339,735,277	\$321,483,123	\$18,252,154	5.7%	\$335,780,191	\$3,955,086	1.2%
Average Rates							
Cash	\$144.38	\$142.26	\$2.12	1.5%	\$148.26	(\$3.88)	(2.6%)
Comp	\$133.83	\$133.03	\$0.80	0.6%	\$132.97	\$0.86	0.6%
28 Day	\$107.07	\$117.24	(\$10.17)	(8.7%)	\$116.91	(\$9.84)	(8.4%)

Reno-Sparks Convention and Visitors Authority

Motel Statistics - Year To Date

July 2025 - February 2026

	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	145,120	132,204	12,916	9.8%	135,417	9,703	7.2%
Comp	169	237	(68)	(28.7%)	237	(68)	(28.7%)
28 Day	20,547	23,312	(2,765)	(11.9%)	23,268	(2,721)	(11.7%)
Total Occupied Rooms	165,836	155,753	10,083	6.5%	158,922	6,914	4.4%
Vacant	120,259	124,426	(4,167)	(3.3%)	111,544	8,715	7.8%
Total Available Rooms	286,095	280,179	5,916	2.1%	270,466	15,629	5.8%
Percentage of Occupancy							
Cash	50.7%	47.2%	3.5	7.4%	50.1%	0.6	1.2%
Comp	0.1%	0.1%	-	0.0%	0.1%	-	0.0%
28 Day	7.2%	8.3%	(1.1)	(13.3%)	8.6%	(1.4)	(16.3%)
Total Occupancy Percentage	58.0%	55.6%	2.4	4.3%	58.8%	(0.8)	(1.4%)
Vacant	42.0%	44.4%	(2.4)	(5.4%)	41.2%	0.8	1.9%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$12,977,272	\$10,550,605	\$2,426,667	23.0%	\$11,168,223	\$1,809,049	16.2%
Comp	\$19,005	\$29,502	(\$10,497)	(35.6%)	\$29,180	(\$10,175)	(34.9%)
28 Day	\$794,930	1,014,104.51	(\$219,175)	(21.6%)	\$1,012,457	(\$217,527)	(21.5%)
Total Revenue	\$13,791,207	\$11,594,212	\$2,196,995	18.9%	\$12,209,860	\$1,581,347	13.0%
Average Rates							
Cash	\$89.42	\$79.81	\$9.61	12.0%	\$82.47	\$6.95	8.4%
Comp	\$112.46	\$124.48	(\$12.02)	(9.7%)	\$123.12	(\$10.66)	(8.7%)
28 Day	\$38.69	\$43.50	(\$4.81)	(11.1%)	\$43.51	(\$4.82)	(11.1%)

Reno-Sparks Convention and Visitors Authority

28 Day Motel Statistics - Year To Date

July 2025 - February 2026

	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	34,873	32,103	2,770	8.6%	31,787	3,086	9.7%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	354,370	361,253	(6,883)	(1.9%)	359,463	(5,093)	(1.4%)
Total Occupied Rooms	389,243	393,355	(4,112)	(1.0%)	391,250	(2,007)	(0.5%)
Vacant	122,111	161,171	(39,060)	(24.2%)	141,525	(19,414)	(13.7%)
Total Available Rooms	511,354	554,526	(43,172)	(7.8%)	532,775	(21,421)	(4.0%)
Percentage of Occupancy							
Cash	6.8%	5.8%	1.0	17.2%	6.0%	0.8	13.3%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	69.3%	65.1%	4.2	6.5%	67.5%	1.8	2.7%
Total Occupancy Percentage	76.1%	70.9%	5.2	7.3%	73.4%	2.7	3.7%
Vacant	23.9%	29.1%	(5.2)	(17.9%)	26.6%	(2.7)	(10.2%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$1,653,413	\$1,495,448	\$157,965	10.6%	\$1,498,669	\$154,744	10.3%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$11,690,714	\$11,426,937	\$263,777	2.3%	\$11,369,531	\$321,183	2.8%
Total Revenue	\$13,344,127	\$12,922,385	\$421,742	3.3%	\$12,868,200	\$475,927	3.7%
Average Rates							
Cash	\$47.41	\$46.58	\$0.83	1.8%	\$47.15	\$0.26	0.6%
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$32.99	\$31.63	\$1.36	4.3%	\$31.63	\$1.36	4.3%

Reno-Sparks Convention and Visitors Authority

RV Park Statistics - Year To Date

July 2025 - February 2026

	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	48,709	56,337	(7,628)	(13.5%)	57,966	(9,257)	(16.0%)
Comp	572	790	(218)	(27.6%)	790	(218)	(27.6%)
28 Day	186,136	170,408	15,728	9.2%	170,408	15,728	9.2%
Total Occupied Rooms	235,417	227,535	7,882	3.5%	229,164	6,253	2.7%
Vacant	82,270	119,469	(37,199)	(31.1%)	110,773	(28,503)	(25.7%)
Total Available Rooms	317,687	347,004	(29,317)	(8.4%)	339,937	(22,250)	(6.5%)
Percentage of Occupancy							
Cash	15.3%	16.2%	(0.9)	(5.6%)	17.1%	(1.8)	(10.5%)
Comp	0.2%	0.2%	-	0.0%	0.2%	-	0.0%
28 Day	58.6%	49.1%	9.5	19.3%	50.1%	8.5	17.0%
Total Occupancy Percentage	74.1%	65.6%	8.5	13.0%	67.4%	6.7	9.9%
Vacant	25.9%	34.4%	(8.5)	(24.7%)	32.6%	(6.7)	(20.6%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$2,738,037	\$2,637,635	\$100,402	3.8%	\$2,771,496	(\$33,459)	(1.2%)
Comp	\$45,297	\$56,383	(\$11,086)	(19.7%)	\$56,382	(\$11,085)	(19.7%)
28 Day	\$5,581,518	\$4,708,822	\$872,696	18.5%	\$4,708,751	\$872,767	18.5%
Total Revenue	\$8,364,852	\$7,402,840	\$962,012	13.0%	\$7,536,629	\$828,223	11.0%
Average Rates							
Cash	\$56.21	\$46.82	\$9.39	20.1%	\$47.81	\$8.40	17.6%
Comp	\$79.19	\$71.37	\$7.82	11.0%	\$71.37	\$7.82	11.0%
28 Day	\$29.99	\$27.63	\$2.36	8.5%	\$27.63	\$2.36	8.5%

Reno-Sparks Convention and Visitors Authority

Vacation Rental Statistics - Year To Date

July 2025 - February 2026

	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	146,933	147,367	(434)	(0.3%)	146,394	539	0.4%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	66,873	65,319	1,554	2.4%	65,319	1,554	2.4%
Total Occupied Rooms	213,806	212,686	1,120	0.5%	211,713	2,093	1.0%
Vacant	86,571	57,530	29,041	50.5%	85,260	1,311	1.5%
Total Available Rooms	300,377	270,216	30,161	11.2%	296,973	3,404	1.1%
Percentage of Occupancy							
Cash	48.9%	54.5%	(5.6)	(10.3%)	49.3%	(0.4)	(0.8%)
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	22.3%	24.2%	(1.9)	(7.9%)	22.0%	0.3	1.4%
Total Occupancy Percentage	71.2%	78.7%	(7.5)	(9.5%)	71.3%	(0.1)	(0.1%)
Vacant	28.8%	21.3%	7.5	35.2%	28.7%	0.1	0.3%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$34,551,898	\$34,041,234	\$510,664	1.5%	\$34,690,683	(\$138,785)	(0.4%)
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$7,688,972	\$7,197,103	\$491,869	6.8%	\$7,197,123	\$491,849	6.8%
Total Revenue	\$42,240,870	\$41,238,337	\$1,002,533	2.4%	\$41,887,806	\$353,064	0.8%
Average Rates							
Cash	\$235.15	\$231.00	\$4.15	1.8%	\$236.97	(\$1.82)	(0.8%)
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$114.98	\$110.18	\$4.80	4.4%	\$110.18	\$4.80	4.4%

Reno-Sparks Convention and Visitors Authority

Timeshare Statistics - Year To Date

July 2025 - February 2026

	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	18,488	23,935	(5,447)	(22.8%)	23,783	(5,295)	(22.3%)
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	-	-	-	0.0%	378	(378)	(100.0%)
Total Occupied Rooms	18,488	23,935	(5,447)	(22.8%)	24,161	(5,673)	(23.5%)
Vacant	64,136	61,665	2,471	4.0%	66,503	(2,367)	(3.6%)
Total Available Rooms	82,624	85,600	(2,976)	(3.5%)	90,664	(8,040)	(8.9%)
Percentage of Occupancy							
Cash	22.4%	28.0%	(5.6)	(20.0%)	26.2%	(3.8)	(14.5%)
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	0.0%	0.0%	-	0.0%	0.4%	(0.4)	(100.0%)
Total Occupancy Percentage	22.4%	28.0%	(5.6)	(20.0%)	26.6%	(4.2)	(15.8%)
Vacant	77.6%	72.0%	5.6	7.8%	73.4%	4.2	5.7%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$1,733,171	\$2,252,685	(\$519,514)	(23.1%)	\$2,203,247	(\$470,076)	(21.3%)
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	\$1,733,171	\$2,252,685	(\$519,514)	(23.1%)	\$2,236,592	(\$503,421)	(22.5%)
Average Rates							
Cash	\$93.75	\$94.12	(\$0.37)	(0.4%)	\$92.64	\$1.11	1.2%
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 - February 2026

	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	4,831	4,872	(41)	(0.8%)	4,656	175	3.8%
Comp	-	-	-	0.0%	9	(9)	(100.0%)
28 Day	1,899	1,436	463	32.2%	1,436	463	32.2%
Total Occupied Rooms	6,730	6,308	422	6.7%	6,101	629	10.3%
Vacant	40,259	24,972	15,287	61.2%	39,057	1,202	3.1%
Total Available Rooms	46,989	31,280	15,709	50.2%	45,158	1,831	4.1%
Percentage of Occupancy							
Cash	10.3%	15.6%	(5.3)	(34.0%)	10.3%	-	0.0%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	4.0%	4.6%	(0.6)	(13.0%)	3.2%	0.8	25.0%
Total Occupancy Percentage	14.3%	20.2%	(5.9)	(29.2%)	13.5%	0.8	5.9%
Vacant	85.7%	79.8%	5.9	7.4%	86.5%	(0.8)	(0.9%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$1,679,974	\$1,380,884	\$299,090	21.7%	\$1,571,286	\$108,688	6.9%
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	\$1,895,683	\$1,552,035	\$343,648	22.1%	\$1,742,827	\$152,856	8.8%
Average Rates							
Cash	\$347.75	\$283.41	\$64.34	22.7%	\$337.48	\$10.27	3.0%
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
February 2026**

	2026		2025		Increase (Decrease)		Year to Date		Prior Year		Increase (Decrease)			
	February		February		\$	%	July 2025 - February 2026		July 2024 - February 2025		\$	%		
Reno B	\$	16,347,546	\$	14,567,339	\$	1,780,207	12.2%	\$	153,993,498	\$	143,362,288	\$	10,631,210	7.4%
Reno D	\$	6,066,715	\$	5,660,277	\$	406,439	7.2%	\$	61,977,727	\$	62,496,266	\$	(518,539)	-0.8%
Reno E	\$	1,404,086	\$	1,196,257	\$	207,828	17.4%	\$	11,103,021	\$	9,616,674	\$	1,486,347	15.5%
Total Reno	\$	23,818,347	\$	21,423,873	\$	2,394,475	11.2%	\$	227,074,247	\$	215,475,229	\$	11,599,018	5.4%
Washoe A	\$	210,781	\$	184,234	\$	26,547	14.4%	\$	1,975,532	\$	1,452,453	\$	523,080	36.0%
Washoe B	\$	4,583,633	\$	4,484,903	\$	98,730	2.2%	\$	38,959,374	\$	49,409,333	\$	(10,449,958)	-21.1%
Total Washoe County	\$	4,794,414	\$	4,669,137	\$	125,277	2.7%	\$	40,934,906	\$	50,861,785	\$	(9,926,879)	-19.5%
Sparks	\$	4,851,318	\$	4,049,119	\$	802,199	19.8%	\$	40,905,188	\$	36,756,032	\$	4,149,156	11.3%
Total Taxable Revenue	\$	33,464,080	\$	30,142,128	\$	3,321,952	11.0%	\$	308,914,341	\$	303,093,045	\$	5,821,296	1.9%

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
February 2026**

	2026 February	2025 February	Increase (Decrease)		Year to Date July 2025 - February 2026	Prior Year July 2024 - February 2025	Increase (Decrease)	
			#	%			#	%
Reno B	122,459	106,485	15,974	15.0%	1,090,840	1,028,256	62,584	6.1%
Reno D	47,119	45,775	1,344	2.9%	474,893	491,088	(16,195)	(3.3%)
Reno E	10,593	9,167	1,426	15.6%	82,311	76,438	5,873	7.7%
Total Reno	180,171	161,427	18,744	11.6%	1,648,044	1,595,782	52,262	3.3%
Washoe A	1,796	1,692	104	6.1%	18,458	14,928	3,530	23.6%
Washoe B	14,520	14,434	86	0.6%	123,135	138,575	(15,440)	(11.1%)
Total Washoe County	16,316	16,126	190	1.2%	141,593	153,503	(11,910)	(7.8%)
Sparks	44,906	37,183	7,723	20.8%	365,676	331,444	34,232	10.3%
Total Taxable Rooms	241,393	214,736	26,657	12.4%	2,155,313	2,080,729	74,584	3.6%

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
February 2026**

	2026 February		2025 February		Increase (Decrease)		Year to Date		Prior Year		Increase (Decrease)			
	\$		\$		\$	%	July 2025 - February 2026		July 2024 - February 2025		\$	%		
Reno B	\$	133.49	\$	136.80	\$	(3.31)	-2.4%	\$	141.17	\$	139.42	\$	1.75	1.3%
Reno D	\$	128.75	\$	123.65	\$	5.10	4.1%	\$	130.51	\$	127.26	\$	3.25	2.6%
Reno E	\$	132.55	\$	130.50	\$	2.05	1.6%	\$	134.89	\$	125.81	\$	9.08	7.2%
Total Reno	\$	132.20	\$	132.72	\$	(0.52)	-0.4%	\$	137.78	\$	135.03	\$	2.76	2.0%
Washoe A	\$	117.36	\$	108.89	\$	8.48	7.8%	\$	107.03	\$	97.30	\$	9.73	10.0%
Washoe B	\$	315.68	\$	310.72	\$	4.96	1.6%	\$	316.40	\$	356.55	\$	(40.16)	-11.3%
Total Washoe County	\$	293.85	\$	289.54	\$	4.31	1.5%	\$	289.10	\$	331.34	\$	(42.24)	-12.7%
Sparks	\$	108.03	\$	108.90	\$	(0.86)	-0.8%	\$	111.86	\$	110.90	\$	0.97	0.9%
Total Average Daily Rate	\$	138.63	\$	140.37	\$	(1.74)	-1.2%	\$	143.33	\$	145.67	\$	(2.34)	-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