

RENO-SPARKS CONVENTION & VISITORS AUTHORITY

July 2026

Room Statistics Compared to the Prior Year

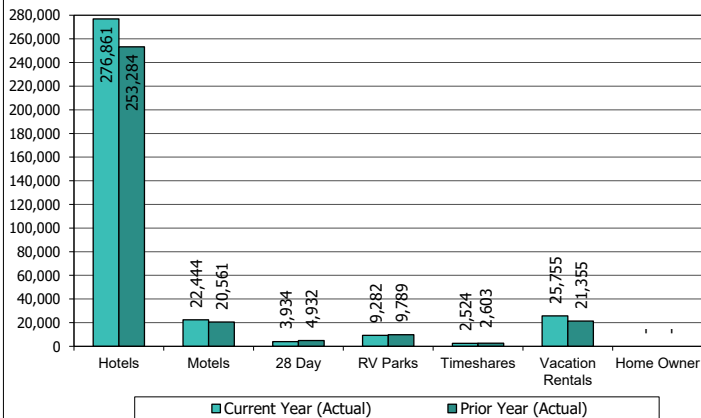
Taxable room revenues for the month of July 2026 are \$55,191,531 and above July of the prior year by \$7,212,233 (15.0%). Cash occupied room nights of 340,800 are above prior year by 28,276 (9.0%). Comp occupied room nights of 90,947 are above prior year by 4,822 (5.6%), and 28-day occupied room nights of 81,938 are below prior year by 4,453 (-5.2%). Total occupied rooms for the month of July 2026 (Cash, Comp, 28-day) are 28,645 (5.9%) above the prior year.

Overall, the Washoe County occupancy percentage of 76.0% for the month is 5.7% above the 71.9% level of the prior year. There were 1,925 (0.3%) more available rooms for the month compared to the prior year.

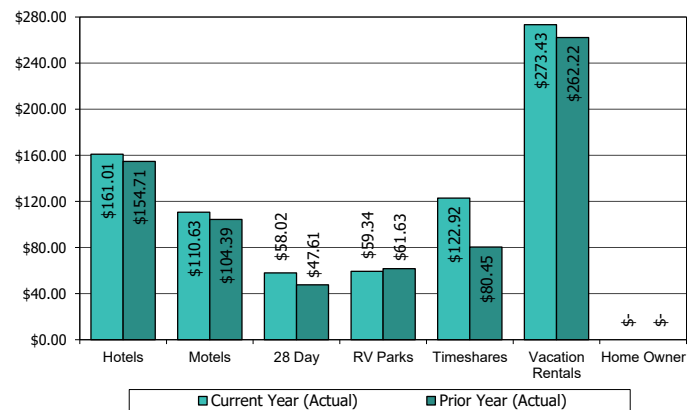
Overall cash average rates for July 2026 of \$161.95 increased \$8.43 (5.5%), compared to \$153.52 for the prior year.

July 2026						
Segments	Available Rooms	Cash Occupied Rooms	Average Cash Rate		Increase (Decrease)	
			Current Year	Prior Year	\$	%
Hotels	479,401	276,861	\$161.01	\$154.71	\$6.30	4.1%
Motels	38,096	22,444	\$110.63	\$104.39	\$6.24	6.0%
28 Day	65,043	3,934	\$58.02	\$47.61	\$10.41	21.9%
RV Parks	38,285	9,282	\$59.34	\$61.63	(\$2.29)	-3.7%
Timeshares	9,640	2,524	\$122.92	\$80.45	\$42.47	52.8%
Vacation Rentals	45,878	25,755	\$273.43	\$262.22	\$11.21	4.3%
Home Owner	-	-	-	-	-	0.0%
Totals	676,343	340,800	\$161.95	\$153.52	\$8.43	5.5%

CASH OCCUPIED ROOM NIGHTS



AVERAGE CASH RATES



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Reno-Sparks Convention and Visitors Authority

Combined Room Statistics

July 2026

Description	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Taxable Room Revenues	\$55,191,531	\$51,915,932	\$3,275,599	6.3%	\$47,979,298	\$7,212,233	15.0%
Occupied Rooms - Cash	340,800	329,745	11,055	3.4%	312,524	28,276	9.0%
Average Rate - Cash	\$161.95	\$157.44	\$4.51	2.9%	\$153.52	\$8.43	5.5%
Occupied Rooms							
Cash	340,800	329,745	11,055	3.4%	312,524	28,276	9.0%
Comp	90,947	87,656	3,291	3.8%	86,125	4,822	5.6%
28 Day	81,938	86,391	(4,453)	(5.2%)	86,391	(4,453)	(5.2%)
Total Occupied Rooms	513,685	503,792	9,893	2.0%	485,040	28,645	5.9%
Percentage of Occupancy							
Cash	50.4%	48.9%	1.5	3.1%	46.3%	4.1	8.9%
Comp	13.4%	13.0%	0.4	3.1%	12.8%	0.6	4.7%
28 Day	12.1%	12.8%	(0.7)	(5.5%)	12.8%	(0.7)	(5.5%)
Total Percentage of Occupancy	76.0%	74.7%	1.3	1.7%	71.9%	4.1	5.7%
Market Segments							
Occupied Rooms - Cash							
Hotels	276,861	270,284	6,577	2.4%	253,284	23,577	9.3%
Motels	22,444	20,355	2,089	10.3%	20,561	1,883	9.2%
28 Day Motels	3,934	4,932	(998)	(20.2%)	4,932	(998)	(20.2%)
R.V. Parks	9,282	9,789	(507)	(5.2%)	9,789	(507)	(5.2%)
Vacation Rentals	25,755	21,761	3,994	18.4%	21,355	4,400	20.6%
Timehares	2,524	2,624	(100)	(3.8%)	2,603	(79)	(3.0%)
Home Owner Rentals	-	-	-	0.0%	-	-	0.0%
Total Occupied - Cash	340,800	329,745	11,055	3.4%	312,524	28,276	9.0%
Percentage of Occupancy - Cash							
Hotels	57.8%	55.8%	2.0	3.6%	53.2%	4.6	8.6%
Motels	58.9%	54.0%	4.9	9.1%	55.0%	3.9	7.1%
28 Day Motels	6.0%	6.9%	(0.9)	(13.0%)	7.5%	(1.5)	(20.0%)
R.V. Parks	24.2%	25.0%	(0.8)	(3.2%)	22.4%	1.8	8.0%
Vacation Rentals	56.1%	63.1%	(7.0)	(11.1%)	53.8%	2.3	4.3%
Timeshares	26.2%	38.8%	(12.6)	(32.5%)	21.9%	4.3	19.6%
Home Owner Rentals	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.0%
Total Occupancy Percentage - Cash	50.4%	48.9%	1.5	3.1%	46.3%	4.1	8.9%
Average Rates - Cash							
Hotels	\$161.01	\$158.58	\$2.43	1.5%	\$154.71	\$6.30	4.1%
Motels	\$110.63	\$104.39	\$6.24	6.0%	\$104.39	\$6.24	6.0%
28 Day Motels	\$58.02	\$47.61	\$10.41	21.9%	\$47.61	\$10.41	21.9%
R.V. Parks	\$59.34	\$61.63	(\$2.29)	(3.7%)	\$61.63	(\$2.29)	(3.7%)
Vacation Rentals	\$273.43	\$269.94	\$3.49	1.3%	\$262.22	\$11.21	4.3%
Timeshares	\$122.92	\$82.99	\$39.93	48.1%	\$80.45	\$42.47	52.8%
Home Owner Rentals	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
Total Cash Average Rate	\$161.95	\$157.44	\$4.51	2.9%	\$153.52	\$8.43	5.5%

Reno-Sparks Convention and Visitors Authority

Combined Room Statistics

July 2026

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	340,800	329,745	11,055	3.4%	312,524	28,276	9.0%
Comp	90,947	87,656	3,291	3.8%	86,125	4,822	5.6%
28 Day	81,938	86,391	(4,453)	(5.2%)	86,391	(4,453)	(5.2%)
Total Occupied Rooms	513,685	503,792	9,893	2.0%	485,040	28,645	5.9%
Vacant	162,658	170,311	(7,653)	(4.5%)	189,378	(26,720)	(14.1%)
Total Available Rooms	676,343	674,103	2,240	0.3%	674,418	1,925	0.3%
Percentage of Occupancy							
Cash	50.4%	48.9%	1.5	3.1%	46.3%	4.1	8.9%
Comp	13.4%	13.0%	0.4	3.1%	12.8%	0.6	4.7%
28 Day	12.1%	12.8%	(0.7)	(5.5%)	12.8%	(0.7)	(5.5%)
Total Occupancy Percentage	76.0%	74.7%	1.3	1.7%	71.9%	4.1	5.7%
Vacant	24.0%	25.3%	(1.3)	(5.1%)	28.1%	(4.1)	(14.6%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$55,191,531	\$51,915,932	\$3,275,599	6.3%	\$47,979,298	\$7,212,233	15.0%
Comp	\$12,807,825	\$11,878,517	\$929,308	7.8%	\$11,660,539	\$1,147,286	9.8%
28 Day	\$4,388,964	\$3,937,582	\$451,382	11.5%	\$3,937,684	\$451,280	11.5%
Total Revenue	\$72,388,320	\$67,732,032	\$4,656,288	6.9%	\$63,577,521	\$8,810,799	13.9%
Average Rates							
Cash	\$161.95	\$157.44	\$4.51	2.9%	\$153.52	\$8.43	5.5%
Comp	\$140.83	\$135.51	\$5.32	3.9%	\$135.39	\$5.44	4.0%
28 Day	\$53.56	\$45.58	\$7.98	17.5%	\$45.58	\$7.98	17.5%

Reno-Sparks Convention and Visitors Authority

Hotel Statistics

July 2026

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	276,861	270,284	6,577	2.4%	253,284	23,577	9.3%
Comp	90,855	87,610	3,245	3.7%	85,892	4,963	5.8%
28 Day	5,288	7,263	(1,975)	(27.2%)	7,263	(1,975)	(27.2%)
Total Occupied Rooms	373,004	365,157	7,847	2.1%	346,439	26,565	7.7%
Vacant	106,397	119,559	(13,162)	(11.0%)	129,491	(23,094)	(17.8%)
Total Available Rooms	479,401	484,716	(5,315)	(1.1%)	475,930	3,471	0.7%
Percentage of Occupancy							
Cash	57.8%	55.8%	2.0	3.6%	53.2%	4.6	8.6%
Comp	19.0%	18.1%	0.9	5.0%	18.0%	1.0	5.6%
28 Day	1.1%	1.5%	(0.4)	(26.7%)	1.5%	(0.4)	(26.7%)
Total Occupancy Percentage	77.8%	75.3%	2.5	3.3%	72.8%	5.0	6.9%
Vacant	22.2%	24.7%	(2.5)	(10.1%)	27.2%	(5.0)	(18.4%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$44,577,029	\$42,861,029	\$1,716,000	4.0%	\$39,185,827	\$5,391,202	13.8%
Comp	\$12,796,394	\$11,873,762	\$922,632	7.8%	\$11,640,590	\$1,155,804	9.9%
28 Day	\$659,568	\$759,419	(\$99,851)	(13.1%)	\$759,431	(\$99,863)	(13.1%)
Total Revenue	\$58,032,991	\$55,494,209	\$2,538,782	4.6%	\$51,585,848	\$6,447,143	12.5%
Average Rates							
Cash	\$161.01	\$158.58	\$2.43	1.5%	\$154.71	\$6.30	4.1%
Comp	\$140.84	\$135.53	\$5.31	3.9%	\$135.53	\$5.31	3.9%
28 Day	\$124.73	\$104.56	\$20.17	19.3%	\$104.56	\$20.17	19.3%

Reno-Sparks Convention and Visitors Authority

Motel Statistics

July 2026

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	22,444	20,355	2,089	10.3%	20,561	1,883	9.2%
Comp	73	41	32	78.0%	41	32	78.0%
28 Day	2,167	2,835	(668)	(23.6%)	2,835	(668)	(23.6%)
Total Occupied Rooms	24,684	23,231	1,453	6.3%	23,437	1,247	5.3%
Vacant	13,412	14,434	(1,022)	(7.1%)	13,920	(508)	(3.6%)
Total Available Rooms	38,096	37,665	431	1.1%	37,357	739	2.0%
Percentage of Occupancy							
Cash	58.9%	54.0%	4.9	9.1%	55.0%	3.9	7.1%
Comp	0.2%	0.1%	0.1	100.0%	0.1%	0.1	100.0%
28 Day	5.7%	7.5%	(1.8)	(24.0%)	7.6%	(1.9)	(25.0%)
Total Occupancy Percentage	64.8%	61.7%	3.1	5.0%	62.7%	2.1	3.3%
Vacant	35.2%	38.3%	(3.1)	(8.1%)	37.3%	(2.1)	(5.6%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$2,482,985	\$2,124,899	\$358,086	16.9%	\$2,146,337	\$336,648	15.7%
Comp	\$9,299	\$4,381	\$4,918	112.3%	\$4,381	\$4,918	112.3%
28 Day	\$80,427	\$108,325	(\$27,898)	(25.8%)	\$108,326	(\$27,899)	(25.8%)
Total Revenue	\$2,572,711	\$2,237,605	\$335,106	15.0%	\$2,259,044	\$313,667	13.9%
Average Rates							
Cash	\$110.63	\$104.39	\$6.24	6.0%	\$104.39	\$6.24	6.0%
Comp	\$127.38	\$106.85	\$20.53	19.2%	\$106.85	\$20.53	19.2%
28 Day	\$37.11	\$38.21	(\$1.10)	(2.9%)	\$38.21	(\$1.10)	(2.9%)

Reno-Sparks Convention and Visitors Authority

28 Day Motel Statistics

July 2026

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	3,934	4,932	(998)	(20.2%)	4,932	(998)	(20.2%)
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	48,278	44,762	3,516	7.9%	44,762	3,516	7.9%
Total Occupied Rooms	52,212	49,694	2,518	5.1%	49,694	2,518	5.1%
Vacant	12,831	21,575	(8,744)	(40.5%)	16,128	(3,297)	(20.4%)
Total Available Rooms	65,043	71,269	(6,226)	(8.7%)	65,822	(779)	(1.2%)
Percentage of Occupancy							
Cash	6.0%	6.9%	(0.9)	(13.0%)	7.5%	(1.5)	(20.0%)
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	74.2%	62.8%	11.4	18.2%	68.0%	6.2	9.1%
Total Occupancy Percentage	80.3%	69.7%	10.6	15.2%	75.5%	4.8	6.4%
Vacant	19.7%	30.3%	(10.6)	(35.0%)	24.5%	(4.8)	(19.6%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$228,252	\$234,813	(\$6,561)	(2.8%)	\$234,795	(\$6,543)	(2.8%)
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$1,669,605	\$1,502,660	\$166,945	11.1%	\$1,502,749	\$166,856	11.1%
Total Revenue	\$1,897,857	\$1,737,473	\$160,384	9.2%	\$1,737,544	\$160,313	9.2%
Average Rates							
Cash	\$58.02	\$47.61	\$10.41	21.9%	\$47.61	\$10.41	21.9%
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$34.58	\$33.57	\$1.01	3.0%	\$33.57	\$1.01	3.0%

Reno-Sparks Convention and Visitors Authority

RV Park Statistics

July 2026

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	9,282	9,789	(507)	(5.2%)	9,789	(507)	(5.2%)
Comp	19	5	14	280.0%	192	(173)	(90.1%)
28 Day	16,667	22,108	(5,441)	(24.6%)	22,108	(5,441)	(24.6%)
Total Occupied Rooms	25,968	31,902	(5,934)	(18.6%)	32,089	(6,121)	(19.1%)
Vacant	12,317	7,313	5,004	68.4%	11,652	665	5.7%
Total Available Rooms	38,285	39,215	(930)	(2.4%)	43,741	(5,456)	(12.5%)
Percentage of Occupancy							
Cash	24.2%	25.0%	(0.8)	(3.2%)	22.4%	1.8	8.0%
Comp	0.0%	0.0%	-	0.0%	0.4%	(0.4)	(100.0%)
28 Day	43.5%	56.4%	(12.9)	(22.9%)	50.5%	(7.0)	(13.9%)
Total Occupancy Percentage	67.8%	81.4%	(13.6)	(16.7%)	73.4%	(5.6)	(7.6%)
Vacant	32.2%	18.6%	13.6	73.1%	26.6%	5.6	21.1%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$550,825	\$603,296	(\$52,471)	(8.7%)	\$603,314	(\$52,489)	(8.7%)
Comp	\$2,132	\$375	\$1,757	468.5%	\$15,568	(\$13,436)	(86.3%)
28 Day	\$704,734	\$626,762	\$77,972	12.4%	\$626,754	\$77,980	12.4%
Total Revenue	\$1,257,691	\$1,230,433	\$27,258	2.2%	\$1,245,636	\$12,055	1.0%
Average Rates							
Cash	\$59.34	\$61.63	(\$2.29)	(3.7%)	\$61.63	(\$2.29)	(3.7%)
Comp	\$112.21	\$75.00	\$37.21	49.6%	\$81.08	\$31.13	38.4%
28 Day	\$42.28	\$28.35	\$13.93	49.1%	\$28.35	\$13.93	49.1%

Reno-Sparks Convention and Visitors Authority

Vacation Rental Statistics

July 2026

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	25,755	21,761	3,994	18.4%	21,355	4,400	20.6%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	9,538	9,423	115	1.2%	9,423	115	1.2%
Total Occupied Rooms	35,293	31,184	4,109	13.2%	30,778	4,515	14.7%
Vacant	10,585	3,288	7,297	221.9%	8,895	1,690	19.0%
Total Available Rooms	45,878	34,472	11,406	33.1%	39,673	6,205	15.6%
Percentage of Occupancy							
Cash	56.1%	63.1%	(7.0)	(11.1%)	53.8%	2.3	4.3%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	20.8%	27.3%	(6.5)	(23.8%)	23.8%	(3.0)	(12.6%)
Total Occupancy Percentage	76.9%	90.5%	(13.6)	(15.0%)	77.6%	(0.7)	(0.9%)
Vacant	23.1%	9.5%	13.6	143.2%	22.4%	0.7	3.1%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$7,042,188	\$5,874,130	\$1,168,058	19.9%	\$5,599,610	\$1,442,578	25.8%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$1,274,630	\$940,415	\$334,215	35.5%	\$940,424	\$334,206	35.5%
Total Revenue	\$8,316,818	\$6,814,546	\$1,502,272	22.0%	\$6,540,034	\$1,776,784	27.2%
Average Rates							
Cash	\$273.43	\$269.94	\$3.49	1.3%	\$262.22	\$11.21	4.3%
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$133.64	\$99.80	\$33.84	33.9%	\$99.80	\$33.84	33.9%

Reno-Sparks Convention and Visitors Authority

Timeshare Statistics

July 2026

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	2,524	2,624	(100)	(3.8%)	2,603	(79)	(3.0%)
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	-	-	-	0.0%	-	-	0.0%
Total Occupied Rooms	2,524	2,624	(100)	(3.8%)	2,603	(79)	(3.0%)
Vacant	7,116	4,142	2,974	71.8%	9,292	(2,176)	(23.4%)
Total Available Rooms	9,640	6,766	2,874	42.5%	11,895	(2,255)	(19.0%)
Percentage of Occupancy							
Cash	26.2%	38.8%	(12.6)	(32.5%)	21.9%	4.3	19.6%
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	26.2%	38.8%	(12.6)	(32.5%)	21.9%	4.3	19.6%
Vacant	73.8%	61.2%	12.6	20.6%	78.1%	(4.3)	(5.5%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$310,252	\$217,766	\$92,486	42.5%	\$209,415	\$100,837	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	\$310,252	\$217,766	\$92,486	42.5%	\$209,415	\$100,837	48.2%
Average Rates							
Cash	\$122.92	\$82.99	\$39.93	48.1%	\$80.45	\$42.47	52.8%
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

July 2026

Occupied Rooms

Cash
Comp
28 Day

Total Occupied Rooms

Vacant

Total Available Rooms

Percentage of Occupancy

Cash
Comp
28 Day

Total Occupancy Percentage

Vacant

Total (must equal 100.0%)

Revenue

Cash - Taxable

Comp
28 Day

Total Revenue

Average Rates

Cash
Comp
28 Day

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

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

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

	2026 July		2025 July		Increase (Decrease)		Year to Date July 2026		Prior Year July 2025		Increase (Decrease)			
					\$	%					\$	%		
Reno B	\$	26,143,036	\$	23,652,051	\$	2,490,985	10.5%	\$	26,143,036	\$	23,652,051	\$	2,490,985	10.5%
Reno D	\$	10,947,115	\$	9,661,171	\$	1,285,945	13.3%	\$	10,947,115	\$	9,661,171	\$	1,285,944	13.3%
Reno E	\$	2,028,057	\$	1,663,381	\$	364,676	21.9%	\$	2,028,057	\$	1,663,381	\$	364,676	21.9%
Total Reno	\$	39,118,208	\$	34,976,603	\$	4,141,606	11.8%	\$	39,118,208	\$	34,976,603	\$	4,141,605	11.8%
Washoe A	\$	234,660	\$	301,319	\$	(66,659)	-22.1%	\$	234,660	\$	301,319	\$	(66,659)	-22.1%
Washoe B	\$	8,882,041	\$	7,022,574	\$	1,859,467	26.5%	\$	8,882,041	\$	7,022,574	\$	1,859,467	26.5%
Total Washoe County	\$	9,116,700	\$	7,323,893	\$	1,792,808	24.5%	\$	9,116,700	\$	7,323,893	\$	1,792,808	24.5%
Sparks	\$	6,956,623	\$	5,678,802	\$	1,277,822	22.5%	\$	6,956,623	\$	5,678,802	\$	1,277,822	22.5%
Total Taxable Revenue	\$	55,191,531	\$	47,979,298	\$	7,212,233	15.0%	\$	55,191,531	\$	47,979,298	\$	7,212,233	15.0%

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

**Reno-Sparks Convention and Visitors Authority
Taxable Occupied Rooms by District
July 2026**

	2026 July	2025 July	Increase (Decrease)		Year to Date July 2026	Prior Year July 2025	Increase (Decrease)	
			#	%			#	%
Reno B	164,787	157,800	6,987	4.4%	164,787	157,800	6,987	4.4%
Reno D	80,161	73,803	6,358	8.6%	80,161	73,803	6,358	8.6%
Reno E	13,262	11,713	1,549	13.2%	13,262	11,713	1,549	13.2%
Total Reno	258,210	243,316	14,894	6.1%	258,210	243,316	14,894	6.1%
Washoe A	2,479	2,751	(272)	(9.9%)	2,479	2,751	(272)	(9.9%)
Washoe B	22,042	19,624	2,418	12.3%	22,042	19,624	2,418	12.3%
Total Washoe County	24,521	22,375	2,146	9.6%	24,521	22,375	2,146	9.6%
Sparks	58,069	46,833	11,236	24.0%	58,069	46,833	11,236	24.0%
Total Taxable Rooms	340,800	312,524	28,276	9.0%	340,800	312,524	28,276	9.0%

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

Reno-Sparks Convention and Visitors Authority
Average Daily Rate by District
July 2026

	2026 July		2025 July		Increase (Decrease)		Year to Date July 2026	Prior Year July 2025		Increase (Decrease)				
					\$	%				\$	%			
Reno B	\$	158.65	\$	149.89	\$	8.76	5.8%	\$	158.65	\$	149.89	\$	8.76	5.8%
Reno D	\$	136.56	\$	130.90	\$	5.66	4.3%	\$	136.56	\$	130.90	\$	5.66	4.3%
Reno E	\$	152.92	\$	142.01	\$	10.91	7.7%	\$	152.92	\$	142.01	\$	10.91	7.7%
Total Reno	\$	151.50	\$	143.75	\$	7.75	5.4%	\$	151.50	\$	143.75	\$	7.75	5.4%
Washoe A	\$	94.66	\$	109.53	\$	(14.87)	-13.6%	\$	94.66	\$	109.53	\$	(14.87)	-13.6%
Washoe B	\$	402.96	\$	357.86	\$	45.10	12.6%	\$	402.96	\$	357.86	\$	45.10	12.6%
Total Washoe County	\$	371.79	\$	327.32	\$	44.47	13.6%	\$	371.79	\$	327.32	\$	44.47	13.6%
Sparks	\$	119.80	\$	121.26	\$	(1.46)	-1.2%	\$	119.80	\$	121.26	\$	(1.46)	-1.2%
Total Average Daily Rate	\$	161.95	\$	153.52	\$	8.43	5.5%	\$	161.95	\$	153.52	\$	8.43	5.5%

Tax District	Description
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