

RENO-SPARKS CONVENTION & VISITORS AUTHORITY

August 2026

Room Statistics Compared to the Prior Year

Taxable room revenues for the month of August 2026 are \$57,550,274 and above August of the prior year by \$3,482,366 (6.4%). Cash occupied room nights of 347,567 are above prior year by 20,022 (6.1%). Comp occupied room nights of 90,088 are below prior year by 3,208 (-3.4%), and 28-day occupied room nights of 84,958 are below prior year by 696 (-0.8%). Total occupied rooms for the month of August 2026 (Cash, Comp, 28-day) are 16,118 (3.2%) above the prior year.

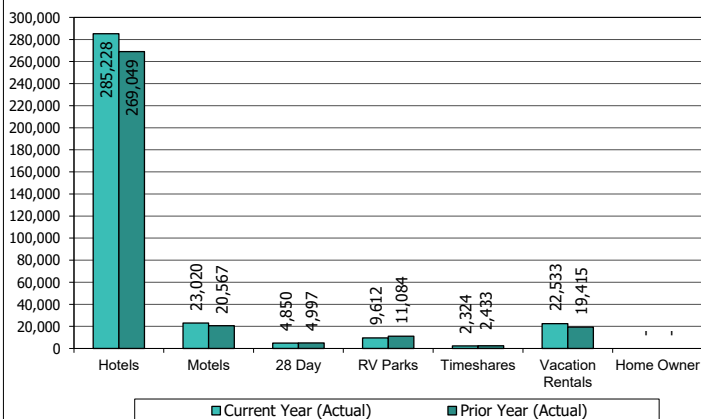
Overall, the Washoe County occupancy percentage of 77.8% for the month is 3.7% above the 75.0% level of the prior year. There were 4,153 (-0.6%) less available rooms for the month compared to the prior year.

Overall cash average rates for August 2026 of \$165.58 increased \$0.51 (0.3%), compared to \$165.07 for the prior year.

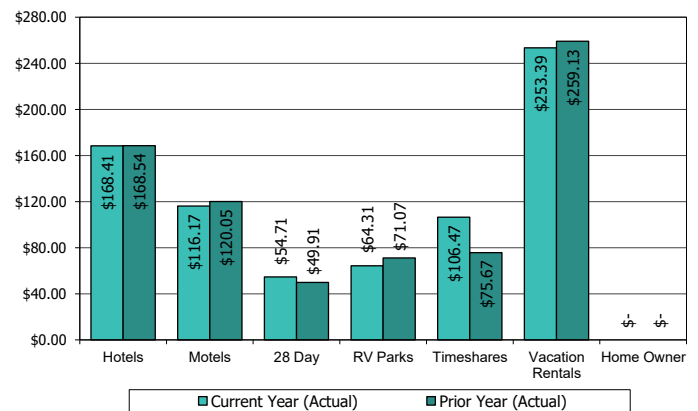
Year-to-date cash occupied room nights of 688,598 are 48,529 (7.6%) above prior year. Cash average rates year-to-date of \$163.78 are \$4.35 (2.7%) above the prior year. Year-to-date, total taxable room revenues of \$112,780,197 are (10.5%) above prior year.

August 2026						
Segments	Available Rooms	Cash Occupied Rooms	Average Cash Rate		Increase (Decrease)	
			Current Year	Prior Year	\$	%
Hotels	482,317	285,228	\$168.41	\$168.54	(\$0.13)	-0.1%
Motels	33,802	23,020	\$116.17	\$120.05	(\$3.88)	-3.2%
28 Day	66,024	4,850	\$54.71	\$49.91	\$4.80	9.6%
RV Parks	38,285	9,612	\$64.31	\$71.07	(\$6.76)	-9.5%
Timeshares	9,618	2,324	\$106.47	\$75.67	\$30.80	40.7%
Vacation Rentals	41,282	22,533	\$253.39	\$259.13	(\$5.74)	-2.2%
Home Owner	-	-	-	-	-	0.0%
Totals	671,328	347,567	\$165.58	\$165.07	\$0.51	0.3%

CASH OCCUPIED ROOM NIGHTS



AVERAGE CASH RATES



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Reno-Sparks Convention and Visitors Authority

Combined Room Statistics

August 2026

Description	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Taxable Room Revenues	\$57,550,274	\$53,954,502	\$3,595,772	6.7%	\$54,067,908	\$3,482,366	6.4%
Occupied Rooms - Cash	347,567	320,806	26,761	8.3%	327,545	20,022	6.1%
Average Rate - Cash	\$165.58	\$168.18	(\$2.60)	(1.5%)	\$165.07	\$0.51	0.3%
Occupied Rooms							
Cash	347,567	320,806	26,761	8.3%	327,545	20,022	6.1%
Comp	90,088	90,396	(308)	(0.3%)	93,296	(3,208)	(3.4%)
28 Day	84,958	85,654	(696)	(0.8%)	85,654	(696)	(0.8%)
Total Occupied Rooms	522,613	496,856	25,757	5.2%	506,495	16,118	3.2%
Percentage of Occupancy							
Cash	51.8%	47.2%	4.6	9.7%	48.5%	3.3	6.8%
Comp	13.4%	13.3%	0.1	0.8%	13.8%	(0.4)	(2.9%)
28 Day	12.7%	12.6%	0.1	0.8%	12.7%	-	0.0%
Total Percentage of Occupancy	77.8%	73.0%	4.8	6.6%	75.0%	2.8	3.7%
Market Segments							
Occupied Rooms - Cash							
Hotels	285,228	261,549	23,679	9.1%	269,049	16,179	6.0%
Motels	23,020	20,567	2,453	11.9%	20,567	2,453	11.9%
28 Day Motels	4,850	4,997	(147)	(2.9%)	4,997	(147)	(2.9%)
R.V. Parks	9,612	11,084	(1,472)	(13.3%)	11,084	(1,472)	(13.3%)
Vacation Rentals	22,533	19,796	2,737	13.8%	19,415	3,118	16.1%
Timehares	2,324	2,813	(489)	(17.4%)	2,433	(109)	(4.5%)
Home Owner Rentals	-	-	-	0.0%	-	-	0.0%
Total Occupied - Cash	347,567	320,806	26,761	8.3%	327,545	20,022	6.1%
Percentage of Occupancy - Cash							
Hotels	59.1%	53.3%	5.8	10.9%	55.9%	3.2	5.7%
Motels	68.1%	54.6%	13.5	24.7%	55.0%	13.1	23.8%
28 Day Motels	7.3%	7.0%	0.3	4.3%	7.7%	(0.4)	(5.2%)
R.V. Parks	25.1%	28.3%	(3.2)	(11.3%)	25.7%	(0.6)	(2.3%)
Vacation Rentals	54.6%	57.4%	(2.8)	(4.9%)	52.4%	2.2	4.2%
Timeshares	24.2%	41.6%	(17.4)	(41.8%)	20.9%	3.3	15.8%
Home Owner Rentals	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.0%
Total Occupancy Percentage - Cash	51.8%	47.2%	4.6	9.7%	48.5%	3.3	6.8%
Average Rates - Cash							
Hotels	\$168.41	\$171.91	(\$3.50)	(2.0%)	\$168.54	(\$0.13)	(0.1%)
Motels	\$116.17	\$120.05	(\$3.88)	(3.2%)	\$120.05	(\$3.88)	(3.2%)
28 Day Motels	\$54.71	\$49.91	\$4.80	9.6%	\$49.91	\$4.80	9.6%
R.V. Parks	\$64.31	\$71.07	(\$6.76)	(9.5%)	\$71.07	(\$6.76)	(9.5%)
Vacation Rentals	\$253.39	\$264.40	(\$11.01)	(4.2%)	\$259.13	(\$5.74)	(2.2%)
Timeshares	\$106.47	\$89.23	\$17.24	19.3%	\$75.67	\$30.80	40.7%
Home Owner Rentals	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
Total Cash Average Rate	\$165.58	\$168.18	(\$2.60)	(1.5%)	\$165.07	\$0.51	0.3%

Reno-Sparks Convention and Visitors Authority

Combined Room Statistics

August 2026

Occupied Rooms

Cash	347,567
Comp	90,088
28 Day	84,958

Total Occupied Rooms

Vacant	148,715
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Total Available Rooms

Percentage of Occupancy

Cash	51.8%
Comp	13.4%
28 Day	12.7%

Total Occupancy Percentage

Vacant	22.2%
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Total (must equal 100.0%)

Revenue

Cash - Taxable

Cash	\$57,550,274
Comp	\$13,158,079
28 Day	\$4,150,763

Total Revenue

Average Rates

Cash	\$165.58
Comp	\$146.06
28 Day	\$48.86

Actual	Budget	Increase (Decrease)	
		\$	%
	320,806	26,761	8.3%
	90,396	(308)	(0.3%)
	85,654	(696)	(0.8%)
522,613	496,856	25,757	5.2%
	183,323	(34,608)	(18.9%)
	671,328	(8,851)	(1.3%)
	47.2%	4.6	9.7%
	13.3%	0.1	0.8%
	12.6%	0.1	0.8%
77.8%	73.0%	4.8	6.6%
	27.0%	(4.8)	(17.8%)
	100.0%	-	0.0%
\$57,550,274	\$53,954,502	\$3,595,772	6.7%
	\$14,456,561	(\$1,298,482)	(9.0%)
	\$3,905,774	\$244,989	6.3%
	\$72,316,838	\$2,542,278	3.5%
\$165.58	\$168.18	(\$2.60)	(1.5%)
	\$159.93	(\$13.87)	(8.7%)
	\$45.60	\$3.26	7.1%

Last Year	Increase (Decrease)	
	\$	%
327,545	20,022	6.1%
93,296	(3,208)	(3.4%)
85,654	(696)	(0.8%)
506,495	16,118	3.2%
168,986	(20,271)	(12.0%)
675,481	(4,153)	(0.6%)
48.5%	3.3	6.8%
13.8%	(0.4)	(2.9%)
12.7%	-	0.0%
75.0%	2.8	3.7%
25.0%	(2.8)	(11.2%)
100.0%	-	0.0%
54,067,908	3,482,366	6.4%
\$14,912,848	(\$1,754,769)	(11.8%)
\$3,906,024	\$244,739	6.3%
\$72,886,780	\$1,972,336	2.7%
165.07	0.51	0.3%
\$159.84	(\$13.78)	(8.6%)
\$45.60	\$3.26	7.1%

Reno-Sparks Convention and Visitors Authority

Hotel Statistics

August 2026

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	285,228	261,549	23,679	9.1%	269,049	16,179	6.0%
Comp	90,066	90,379	(313)	(0.3%)	93,174	(3,108)	(3.3%)
28 Day	4,641	6,362	(1,721)	(27.1%)	6,362	(1,721)	(27.1%)
Total Occupied Rooms	379,935	358,290	21,645	6.0%	368,585	11,350	3.1%
Vacant	102,382	132,502	(30,120)	(22.7%)	112,485	(10,103)	(9.0%)
Total Available Rooms	482,317	490,792	(8,475)	(1.7%)	481,070	1,247	0.3%
Percentage of Occupancy							
Cash	59.1%	53.3%	5.8	10.9%	55.9%	3.2	5.7%
Comp	18.7%	18.4%	0.3	1.6%	19.4%	(0.7)	(3.6%)
28 Day	1.0%	1.3%	(0.3)	(23.1%)	1.3%	(0.3)	(23.1%)
Total Occupancy Percentage	78.8%	73.0%	5.8	7.9%	76.6%	2.2	2.9%
Vacant	21.2%	27.0%	(5.8)	(21.5%)	23.4%	(2.2)	(9.4%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$48,035,500	\$44,963,098	\$3,072,402	6.8%	\$45,346,747	\$2,688,753	5.9%
Comp	\$13,154,447	\$14,455,182	(\$1,300,735)	(9.0%)	\$14,901,962	(\$1,747,515)	(11.7%)
28 Day	\$564,236	\$692,504	(\$128,268)	(18.5%)	\$692,524	(\$128,288)	(18.5%)
Total Revenue	\$61,754,183	\$60,110,784	\$1,643,399	2.7%	\$60,941,233	\$812,950	1.3%
Average Rates							
Cash	\$168.41	\$171.91	(\$3.50)	(2.0%)	\$168.54	(\$0.13)	(0.1%)
Comp	\$146.05	\$159.94	(\$13.89)	(8.7%)	\$159.94	(\$13.89)	(8.7%)
28 Day	\$121.58	\$108.85	\$12.73	11.7%	\$108.85	\$12.73	11.7%

Reno-Sparks Convention and Visitors Authority

Motel Statistics

August 2026

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	23,020	20,567	2,453	11.9%	20,567	2,453	11.9%
Comp	12	12	-	0.0%	12	-	0.0%
28 Day	2,241	2,801	(560)	(20.0%)	2,801	(560)	(20.0%)
Total Occupied Rooms	25,273	23,380	1,893	8.1%	23,380	1,893	8.1%
Vacant	8,529	14,285	(5,756)	(40.3%)	14,026	(5,497)	(39.2%)
Total Available Rooms	33,802	37,665	(3,863)	(10.3%)	37,406	(3,604)	(9.6%)
Percentage of Occupancy							
Cash	68.1%	54.6%	13.5	24.7%	55.0%	13.1	23.8%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	6.6%	7.4%	(0.8)	(10.8%)	7.5%	(0.9)	(12.0%)
Total Occupancy Percentage	74.8%	62.1%	12.7	20.5%	62.5%	12.3	19.7%
Vacant	25.2%	37.9%	(12.7)	(33.5%)	37.5%	(12.3)	(32.8%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$2,674,184	\$2,469,068	\$205,116	8.3%	\$2,468,971	\$205,213	8.3%
Comp	\$1,500	\$1,004	\$496	49.4%	\$1,004	\$496	49.4%
28 Day	\$82,830	\$106,466	(\$23,636)	(22.2%)	\$106,475	(\$23,645)	(22.2%)
Total Revenue	\$2,758,514	\$2,576,538	\$181,976	7.1%	\$2,576,450	\$182,064	7.1%
Average Rates							
Cash	\$116.17	\$120.05	(\$3.88)	(3.2%)	\$120.05	(\$3.88)	(3.2%)
Comp	\$125.00	\$83.67	\$41.33	49.4%	\$83.67	\$41.33	49.4%
28 Day	\$36.96	\$38.01	(\$1.05)	(2.8%)	\$38.01	(\$1.05)	(2.8%)

Reno-Sparks Convention and Visitors Authority

28 Day Motel Statistics

August 2026

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	4,850	4,997	(147)	(2.9%)	4,997	(147)	(2.9%)
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	48,780	45,420	3,360	7.4%	45,420	3,360	7.4%
Total Occupied Rooms	53,630	50,417	3,213	6.4%	50,417	3,213	6.4%
Vacant	12,394	20,852	(8,458)	(40.6%)	14,856	(2,462)	(16.6%)
Total Available Rooms	66,024	71,269	(5,245)	(7.4%)	65,273	751	1.2%
Percentage of Occupancy							
Cash	7.3%	7.0%	0.3	4.3%	7.7%	(0.4)	(5.2%)
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	73.9%	63.7%	10.2	16.0%	69.6%	4.3	6.2%
Total Occupancy Percentage	81.2%	70.7%	10.5	14.9%	77.2%	4.0	5.2%
Vacant	18.8%	29.3%	(10.5)	(35.8%)	22.8%	(4.0)	(17.5%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$265,320	\$249,400	\$15,920	6.4%	\$249,388	\$15,932	6.4%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$1,545,848	\$1,477,967	\$67,881	4.6%	\$1,478,167	\$67,681	4.6%
Total Revenue	\$1,811,168	\$1,727,367	\$83,801	4.9%	\$1,727,555	\$83,613	4.8%
Average Rates							
Cash	\$54.71	\$49.91	\$4.80	9.6%	\$49.91	\$4.80	9.6%
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$31.69	\$32.54	(\$0.85)	(2.6%)	\$32.54	(\$0.85)	(2.6%)

Reno-Sparks Convention and Visitors Authority

RV Park Statistics

August 2026

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	9,612	11,084	(1,472)	(13.3%)	11,084	(1,472)	(13.3%)
Comp	10	5	5	100.0%	110	(100)	(90.9%)
28 Day	19,269	21,803	(2,534)	(11.6%)	21,803	(2,534)	(11.6%)
Total Occupied Rooms	28,891	32,892	(4,001)	(12.2%)	32,997	(4,106)	(12.4%)
Vacant	9,394	6,323	3,071	48.6%	10,062	(668)	(6.6%)
Total Available Rooms	38,285	39,215	(930)	(2.4%)	43,059	(4,774)	(11.1%)
Percentage of Occupancy							
Cash	25.1%	28.3%	(3.2)	(11.3%)	25.7%	(0.6)	(2.3%)
Comp	0.0%	0.0%	-	0.0%	0.3%	(0.3)	(100.0%)
28 Day	50.3%	55.6%	(5.3)	(9.5%)	50.6%	(0.3)	(0.6%)
Total Occupancy Percentage	75.5%	83.9%	(8.4)	(10.0%)	76.6%	(1.1)	(1.4%)
Vacant	24.5%	16.1%	8.4	52.2%	23.4%	1.1	4.7%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$618,159	\$787,740	(\$169,581)	(21.5%)	\$787,742	(\$169,583)	(21.5%)
Comp	\$2,132	\$375	\$1,757	468.5%	\$9,882	(\$7,750)	(78.4%)
28 Day	\$699,775	\$597,402	\$102,373	17.1%	\$597,461	\$102,314	17.1%
Total Revenue	\$1,320,066	\$1,385,517	(\$65,451)	(4.7%)	\$1,395,085	(\$75,019)	(5.4%)
Average Rates							
Cash	\$64.31	\$71.07	(\$6.76)	(9.5%)	\$71.07	(\$6.76)	(9.5%)
Comp	\$213.20	\$75.00	\$138.20	184.3%	\$89.84	\$123.36	137.3%
28 Day	\$36.32	\$27.40	\$8.92	32.6%	\$27.40	\$8.92	32.6%

Reno-Sparks Convention and Visitors Authority

Vacation Rental Statistics

August 2026

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	22,533	19,796	2,737	13.8%	19,415	3,118	16.1%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	10,027	9,268	759	8.2%	9,268	759	8.2%
Total Occupied Rooms	32,560	29,064	3,496	12.0%	28,683	3,877	13.5%
Vacant	8,722	5,408	3,314	61.3%	8,334	388	4.7%
Total Available Rooms	41,282	34,472	6,810	19.8%	37,017	4,265	11.5%
Percentage of Occupancy							
Cash	54.6%	57.4%	(2.8)	(4.9%)	52.4%	2.2	4.2%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	24.3%	26.9%	(2.6)	(9.7%)	25.0%	(0.7)	(2.8%)
Total Occupancy Percentage	78.9%	84.3%	(5.4)	(6.4%)	77.5%	1.4	1.8%
Vacant	21.1%	15.7%	5.4	34.4%	22.5%	(1.4)	(6.2%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$5,709,686	\$5,234,192	\$475,494	9.1%	\$5,030,959	\$678,727	13.5%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$1,258,074	\$1,031,436	\$226,638	22.0%	\$1,031,397	\$226,677	22.0%
Total Revenue	\$6,967,760	\$6,265,628	\$702,132	11.2%	\$6,062,356	\$905,404	14.9%
Average Rates							
Cash	\$253.39	\$264.40	(\$11.01)	(4.2%)	\$259.13	(\$5.74)	(2.2%)
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$125.47	\$111.29	\$14.18	12.7%	\$111.29	\$14.18	12.7%

Reno-Sparks Convention and Visitors Authority

Timeshare Statistics

August 2026

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	2,324	2,813	(489)	(17.4%)	2,433	(109)	(4.5%)
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	-	-	-	0.0%	-	-	0.0%
Total Occupied Rooms	2,324	2,813	(489)	(17.4%)	2,433	(109)	(4.5%)
Vacant	7,294	3,953	3,341	84.5%	9,223	(1,929)	(20.9%)
Total Available Rooms	9,618	6,766	2,852	42.2%	11,656	(2,038)	(17.5%)
Percentage of Occupancy							
Cash	24.2%	41.6%	(17.4)	(41.8%)	20.9%	3.3	15.8%
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	24.2%	41.6%	(17.4)	(41.8%)	20.9%	3.3	15.8%
Vacant	75.8%	58.4%	17.4	29.8%	79.1%	(3.3)	(4.2%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$247,425	\$251,004	(\$3,579)	(1.4%)	\$184,101	\$63,324	34.4%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
Total Revenue	\$247,425	\$251,004	(\$3,579)	(1.4%)	\$184,101	\$63,324	34.4%
Average Rates							
Cash	\$106.47	\$89.23	\$17.24	19.3%	\$75.67	\$30.80	40.7%
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%

Reno-Sparks Convention and Visitors Authority

Home Owner Rental

August 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

Combined Room Statistics - Year To Date

July - August 2026

Description	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Taxable Room Revenues	\$112,780,197	\$105,870,434	\$6,909,763	6.5%	\$102,047,206	\$10,732,991	10.5%
Occupied Rooms - Cash	688,598	650,551	38,047	5.8%	640,069	48,529	7.6%
Average Rate - Cash	\$163.78	\$162.74	\$1.04	0.6%	\$159.43	\$4.35	2.7%
Occupied Rooms							
Cash	688,598	650,551	38,047	5.8%	640,069	48,529	7.6%
Comp	181,035	178,052	2,983	1.7%	179,421	1,614	0.9%
28 Day	166,896	172,045	(5,149)	(3.0%)	172,045	(5,149)	(3.0%)
Total Occupied Rooms	1,036,529	1,000,648	35,881	3.6%	991,535	44,994	4.5%
Percentage of Occupancy							
Cash	51.1%	48.0%	3.1	6.5%	47.4%	3.7	7.8%
Comp	13.4%	13.1%	0.3	2.3%	13.3%	0.1	0.8%
28 Day	12.4%	12.7%	(0.3)	(2.4%)	12.7%	(0.3)	(2.4%)
Total Percentage of Occupancy	76.9%	73.9%	3.0	4.1%	73.5%	3.4	4.6%
Market Segments							
Occupied Rooms - Cash							
Hotels	562,320	531,833	30,487	5.7%	522,333	39,987	7.7%
Motels	45,464	40,922	4,542	11.1%	41,128	4,336	10.5%
28 Day Motels	8,784	9,929	(1,145)	(11.5%)	9,929	(1,145)	(11.5%)
R.V. Parks	18,894	20,873	(1,979)	(9.5%)	20,873	(1,979)	(9.5%)
Vacation Rentals	48,288	41,557	6,731	16.2%	40,770	7,518	18.4%
Timeshares	4,848	5,437	(589)	(10.8%)	5,036	(188)	(3.7%)
Home Owner Rentals	-	-	-	#DIV/0!	-	-	#DIV/0!
Total Occupied - Cash	688,598	650,551	38,047	5.8%	640,069	48,529	7.6%
Percentage of Occupancy - Cash							
Hotels	58.5%	54.5%	4.0	7.3%	54.6%	3.9	7.1%
Motels	63.2%	54.3%	8.9	16.4%	55.0%	8.2	14.9%
28 Day Motels	6.7%	7.0%	(0.3)	(4.3%)	7.6%	(0.9)	(11.8%)
R.V. Parks	24.7%	26.6%	(1.9)	(7.1%)	24.0%	0.7	2.9%
Vacation Rentals	55.4%	60.3%	(4.9)	(8.1%)	53.2%	2.2	4.1%
Timeshares	25.2%	40.2%	(15.0)	(37.3%)	21.4%	3.8	17.8%
Home Owner Rentals	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.0%
Total Occupancy Percentage - Cash	51.1%	48.0%	3.1	6.5%	47.4%	3.7	7.8%
Average Rates - Cash							
Hotels	\$164.77	\$165.13	(\$0.36)	(0.2%)	\$161.84	\$2.93	1.8%
Motels	\$113.43	\$112.26	\$1.17	1.0%	\$112.22	\$1.21	1.1%
28 Day Motels	\$56.19	\$48.77	\$7.42	15.2%	\$48.76	\$7.43	15.2%
R.V. Parks	\$61.87	\$66.64	(\$4.77)	(7.2%)	\$66.64	(\$4.77)	(7.2%)
Vacation Rental	\$264.08	\$267.30	(\$3.22)	(1.2%)	\$260.74	\$3.34	1.3%
Timeshares	\$115.03	\$86.22	\$28.81	33.4%	\$78.14	\$36.89	47.2%
Home Owner Rentals	\$0.00	\$0.00	\$0.00	#DIV/0!	\$0.00	\$0.00	#DIV/0!
Total Cash Average Rate	\$163.78	\$162.74	\$1.04	0.6%	\$159.43	\$4.35	2.7%

Reno-Sparks Convention and Visitors Authority

Combined Room Statistics - Year To Date

July 2026

	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	688,598	650,551	38,047	5.8%	640,069	48,529	7.6%
Comp	181,035	178,052	2,983	1.7%	179,421	1,614	0.9%
28 Day	166,896	172,045	(5,149)	(3.0%)	172,045	(5,149)	(3.0%)
Total Occupied Rooms	1,036,529	1,000,648	35,881	3.6%	991,535	44,994	4.5%
Vacant	311,373	353,634	(42,261)	(12.0%)	358,364	(46,991)	(13.1%)
Total Available Rooms	1,347,902	1,354,282	(6,380)	(0.5%)	1,349,899	(1,997)	(0.1%)
Percentage of Occupancy							
Cash	51.1%	48.0%	3.1	6.5%	47.4%	3.7	7.8%
Comp	13.4%	13.1%	0.3	2.3%	13.3%	0.1	0.8%
28 Day	12.4%	12.7%	(0.3)	(2.4%)	12.7%	(0.3)	(2.4%)
Total Occupancy Percentage	76.9%	73.9%	3.0	4.1%	73.5%	3.4	4.6%
Vacant	23.1%	26.1%	(3.0)	(11.5%)	26.5%	(3.4)	(12.8%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$112,780,197	\$105,870,434	\$6,909,763	6.5%	\$102,047,206	\$10,732,991	10.5%
Comp	\$25,965,903	\$26,335,079	(\$369,176)	(1.4%)	\$26,573,387	(\$607,484)	(2.3%)
28 Day	\$8,539,727	\$7,843,357	\$696,370	8.9%	\$7,843,710	\$696,017	8.9%
Total Revenue	\$147,285,827	\$140,048,870	\$7,236,957	5.2%	\$136,464,303	\$10,821,524	7.9%
Average Rates							
Cash	\$163.78	\$162.74	\$1.04	0.6%	\$159.43	\$4.35	2.7%
Comp	\$143.43	\$147.91	(\$4.48)	(3.0%)	\$148.11	(\$4.68)	(3.2%)
28 Day	\$51.17	\$45.59	\$5.58	12.2%	\$45.59	\$5.58	12.2%

Reno-Sparks Convention and Visitors Authority

Hotel Statistics - Year To Date

July - August 2026

	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	562,320	531,833	30,487	5.7%	522,333	39,987	7.7%
Comp	180,921	177,989	2,932	1.6%	179,066	1,855	1.0%
28 Day	9,929	13,625	(3,696)	(27.1%)	13,625	(3,696)	(27.1%)
Total Occupied Rooms	753,170	723,447	29,723	4.1%	715,024	38,146	5.3%
Vacant	208,779	252,061	(43,282)	(17.2%)	241,976	(33,197)	(13.7%)
Total Available Rooms	961,949	975,508	(13,559)	(1.4%)	957,000	4,949	0.5%
Percentage of Occupancy							
Cash	58.5%	54.5%	4.0	7.3%	54.6%	3.9	7.1%
Comp	18.8%	18.2%	0.6	3.3%	18.7%	0.1	0.5%
28 Day	1.0%	1.4%	(0.4)	(28.6%)	1.4%	(0.4)	(28.6%)
Total Occupancy Percentage	78.3%	74.2%	4.1	5.5%	74.7%	3.6	4.8%
Vacant	21.7%	25.8%	(4.1)	(15.9%)	25.3%	(3.6)	(14.2%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$92,650,919	\$87,824,126	\$4,826,793	5.5%	\$84,532,574	\$8,118,345	9.6%
Comp	\$25,950,841	\$26,328,944	(\$378,103)	(1.4%)	\$26,542,552	(\$591,711)	(2.2%)
28 Day	\$1,223,804	\$1,451,923	(\$228,119)	(15.7%)	\$1,451,956	(\$228,152)	(15.7%)
Total Revenue	\$119,825,564	\$115,604,993	\$4,220,571	3.7%	\$112,527,082	\$7,298,482	6.5%
Average Rates							
Cash	\$164.77	\$165.13	(\$0.36)	(0.2%)	\$161.84	\$2.93	1.8%
Comp	\$143.44	\$147.92	(\$4.48)	(3.0%)	\$148.23	(\$4.79)	(3.2%)
28 Day	\$123.26	\$106.56	\$16.70	15.7%	\$106.57	\$16.69	15.7%

Reno-Sparks Convention and Visitors Authority

Motel Statistics - Year To Date

July - August 2026

	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	45,464	40,922	4,542	11.1%	41,128	4,336	10.5%
Comp	85	53	32	60.4%	53	32	60.4%
28 Day	4,408	5,636	(1,228)	(21.8%)	5,636	(1,228)	(21.8%)
Total Occupied Rooms	49,957	46,611	3,346	7.2%	46,817	3,140	6.7%
Vacant	21,941	28,719	(6,778)	(23.6%)	27,946	(6,005)	(21.5%)
Total Available Rooms	71,898	75,330	(3,432)	(4.6%)	74,763	(2,865)	(3.8%)
Percentage of Occupancy							
Cash	63.2%	54.3%	8.9	16.4%	55.0%	8.2	14.9%
Comp	0.1%	0.1%	-	0.0%	0.1%	-	0.0%
28 Day	6.1%	7.5%	(1.4)	(18.7%)	7.5%	(1.4)	(18.7%)
Total Occupancy Percentage	69.5%	61.9%	7.6	12.3%	62.6%	6.9	11.0%
Vacant	30.5%	38.1%	(7.6)	(19.9%)	37.4%	(6.9)	(18.4%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$5,157,169	\$4,593,968	\$563,201	12.3%	\$4,615,308	\$541,861	11.7%
Comp	\$10,799	\$5,385	\$5,414	100.5%	\$5,385	\$5,414	100.5%
28 Day	\$163,257	214,791.36	(\$51,534)	(24.0%)	\$214,802	(\$51,545)	(24.0%)
Total Revenue	\$5,331,225	\$4,814,144	\$517,081	10.7%	\$4,835,495	\$495,730	10.3%
Average Rates							
Cash	\$113.43	\$112.26	\$1.17	1.0%	\$112.22	\$1.21	1.1%
Comp	\$127.05	\$101.60	\$25.45	25.0%	\$101.60	\$25.45	25.0%
28 Day	\$37.04	\$38.11	(\$1.07)	(2.8%)	\$38.11	(\$1.07)	(2.8%)

Reno-Sparks Convention and Visitors Authority

28 Day Motel Statistics - Year To Date

July - August 2026

	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	8,784	9,929	(1,145)	(11.5%)	9,929	(1,145)	(11.5%)
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	97,058	90,182	6,876	7.6%	90,182	6,876	7.6%
Total Occupied Rooms	105,842	100,111	5,731	5.7%	100,111	5,731	5.7%
Vacant	25,225	42,427	(17,202)	(40.5%)	30,984	(5,759)	(18.6%)
Total Available Rooms	131,067	142,538	(11,471)	(8.0%)	131,095	(28)	0.0%
Percentage of Occupancy							
Cash	6.7%	7.0%	(0.3)	(4.3%)	7.6%	(0.9)	(11.8%)
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	74.1%	63.3%	10.8	17.1%	68.8%	5.3	7.7%
Total Occupancy Percentage	80.8%	70.2%	10.6	15.1%	76.4%	4.4	5.8%
Vacant	19.2%	29.8%	(10.6)	(35.6%)	23.6%	(4.4)	(18.6%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$493,573	\$484,213	\$9,360	1.9%	\$484,183	\$9,390	1.9%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$3,215,454	\$2,980,627	\$234,827	7.9%	\$2,980,916	\$234,538	7.9%
Total Revenue	\$3,709,027	\$3,464,840	\$244,187	7.0%	\$3,465,099	\$243,928	7.0%
Average Rates							
Cash	\$56.19	\$48.77	\$7.42	15.2%	\$48.76	\$7.43	15.2%
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$33.13	\$33.05	\$0.08	0.2%	\$33.05	\$0.08	0.2%

Reno-Sparks Convention and Visitors Authority

RV Park Statistics - Year To Date

July - August 2026

	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	18,894	20,873	(1,979)	(9.5%)	20,873	(1,979)	(9.5%)
Comp	29	10	19	190.0%	302	(273)	(90.4%)
28 Day	35,936	43,911	(7,975)	(18.2%)	43,911	(7,975)	(18.2%)
Total Occupied Rooms	54,859	64,794	(9,935)	(15.3%)	65,086	(10,227)	(15.7%)
Vacant	21,711	13,636	8,075	59.2%	21,714	(3)	0.0%
Total Available Rooms	76,570	78,430	(1,860)	(2.4%)	86,800	(10,230)	(11.8%)
Percentage of Occupancy							
Cash	24.7%	26.6%	(1.9)	(7.1%)	24.0%	0.7	2.9%
Comp	0.0%	0.0%	-	0.0%	0.3%	(0.3)	(100.0%)
28 Day	46.9%	56.0%	(9.1)	(16.3%)	50.6%	(3.7)	(7.3%)
Total Occupancy Percentage	71.6%	82.6%	(11.0)	(13.3%)	75.0%	(3.4)	(4.5%)
Vacant	28.4%	17.4%	11.0	63.2%	25.0%	3.4	13.6%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$1,168,984	\$1,391,036	(\$222,052)	(16.0%)	\$1,391,056	(\$222,072)	(16.0%)
Comp	\$4,263	\$750	\$3,513	468.4%	\$25,450	(\$21,187)	(83.2%)
28 Day	\$1,404,508	\$1,224,164	\$180,344	14.7%	\$1,224,215	\$180,293	14.7%
Total Revenue	\$2,577,755	\$2,615,950	(\$38,195)	(1.5%)	\$2,640,721	(\$62,966)	(2.4%)
Average Rates							
Cash	\$61.87	\$66.64	(\$4.77)	(7.2%)	\$66.64	(\$4.77)	(7.2%)
Comp	\$147.00	\$75.00	\$72.00	96.0%	\$84.27	\$62.73	74.4%
28 Day	\$39.08	\$27.88	\$11.20	40.2%	\$27.88	\$11.20	40.2%

Reno-Sparks Convention and Visitors Authority

Vacation Rental Statistics - Year To Date

July - August 2026

	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	48,288	41,557	6,731	16.2%	40,770	7,518	18.4%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	19,565	18,691	874	4.7%	18,691	874	4.7%
Total Occupied Rooms	67,853	60,248	7,605	12.6%	59,461	8,392	14.1%
Vacant	19,307	8,696	10,611	122.0%	17,229	2,078	12.1%
Total Available Rooms	87,160	68,944	18,216	26.4%	76,690	10,470	13.7%
Percentage of Occupancy							
Cash	55.4%	60.3%	(4.9)	(8.1%)	53.2%	2.2	4.1%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	22.4%	27.1%	(4.7)	(17.3%)	24.4%	(2.0)	(8.2%)
Total Occupancy Percentage	77.8%	87.4%	(9.6)	(11.0%)	77.5%	0.3	0.4%
Vacant	22.2%	12.6%	9.6	76.2%	22.5%	(0.3)	(1.3%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$12,751,874	\$11,108,322	\$1,643,552	14.8%	\$10,630,569	\$2,121,305	20.0%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$2,532,704	\$1,971,851	\$560,853	28.4%	\$1,971,821	\$560,883	28.4%
Total Revenue	\$15,284,578	\$13,080,173	\$2,204,405	16.9%	\$12,602,390	\$2,682,188	21.3%
Average Rates							
Cash	\$264.08	\$267.30	(\$3.22)	(1.2%)	\$260.74	\$3.34	1.3%
Comp	\$0.00	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0.0%
28 Day	\$129.45	\$105.50	\$23.95	22.7%	\$105.50	\$23.95	22.7%

Reno-Sparks Convention and Visitors Authority

Timeshare Statistics - Year To Date

July - August 2026

	Actual	Budget	Increase (Decrease)		Prior Year	Increase (Decrease)	
			\$	%		\$	%
Occupied Rooms							
Cash	4,848	5,437	(589)	(10.8%)	5,036	(188)	(3.7%)
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	-	-	-	0.0%	-	-	0.0%
Total Occupied Rooms	4,848	5,437	(589)	(10.8%)	5,036	(188)	(3.7%)
Vacant	14,410	8,095	6,315	78.0%	18,515	(4,105)	(22.2%)
Total Available Rooms	19,258	13,532	5,726	42.3%	23,551	(4,293)	(18.2%)
Percentage of Occupancy							
Cash	25.2%	40.2%	(15.0)	(37.3%)	21.4%	3.8	17.8%
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	25.2%	40.2%	(15.0)	(37.3%)	21.4%	3.8	17.8%
Vacant	74.8%	59.8%	15.0	25.1%	78.6%	(3.8)	(4.8%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	\$557,678	\$468,770	\$88,908	19.0%	\$393,516	\$164,162	41.7%
Comp	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
28 Day	\$0	\$0	\$0	0.0%	\$0	\$0	0.0%
Total Revenue	\$557,678	\$468,770	\$88,908	19.0%	\$393,516	\$164,162	41.7%
Average Rates							
Cash	\$115.03	\$86.22	\$28.81	33.4%	\$78.14	\$36.89	47.2%
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%	\$0.00	\$0.00	0.0%

Reno-Sparks Convention and Visitors Authority

Home Owner Rentals - Year To Date

July - August 2026

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

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

	2026 August		2025 August		Increase (Decrease)		Year to Date July-August 2026		Prior Year July-August 2025		Increase (Decrease)			
					\$	%					\$	%		
Reno B	\$	28,896,237	\$	26,012,499	\$	2,883,738	11.1%	\$	55,039,273	\$	49,664,550	\$	5,374,723	10.8%
Reno D	\$	11,283,058	\$	12,211,763	\$	(928,704)	-7.6%	\$	22,268,563	\$	21,872,934	\$	395,629	1.8%
Reno E	\$	2,055,525	\$	1,726,262	\$	329,263	19.1%	\$	4,083,582	\$	3,389,643	\$	693,940	20.5%
Total Reno	\$	42,234,820	\$	39,950,524	\$	2,284,298	5.7%	\$	81,391,418	\$	74,927,127	\$	6,464,292	8.6%
Washoe A	\$	173,882	\$	290,361	\$	(116,478)	-40.1%	\$	408,542	\$	591,679	\$	(183,137)	-31.0%
Washoe B	\$	7,387,183	\$	6,671,613	\$	715,570	10.7%	\$	16,269,224	\$	13,694,187	\$	2,575,037	18.8%
Total Washoe County	\$	7,561,066	\$	6,961,974	\$	599,092	8.6%	\$	16,677,766	\$	14,285,866	\$	2,391,900	16.7%
Sparks	\$	7,754,389	\$	7,155,411	\$	598,978	8.4%	\$	14,711,012	\$	12,834,212	\$	1,876,799	14.6%
Total Taxable Revenue	\$	57,550,274	\$	54,067,908	\$	3,482,366	6.4%	\$	112,780,197	\$	102,047,206	\$	10,732,991	10.5%

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

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

	2026 August	2025 August	Increase (Decrease)		Year to Date July-August 2026	Prior Year July-August 2025	Increase (Decrease)	
			#	%			#	%
Reno B	171,833	161,523	10,310	6.4%	336,620	319,323	17,297	5.4%
Reno D	80,433	80,051	382	0.5%	160,825	153,854	6,971	4.5%
Reno E	12,758	11,326	1,432	12.6%	26,020	23,039	2,981	12.9%
Total Reno	265,024	252,900	12,124	4.8%	523,465	496,216	27,249	5.5%
Washoe A	2,293	2,423	(130)	(5.4%)	4,772	5,174	(402)	(7.8%)
Washoe B	19,283	18,282	1,001	5.5%	41,325	37,906	3,419	9.0%
Total Washoe County	21,576	20,705	871	4.2%	46,097	43,080	3,017	7.0%
Sparks	60,967	53,940	7,027	13.0%	119,036	100,773	18,263	18.1%
Total Taxable Rooms	347,567	327,545	20,022	6.1%	688,598	640,069	48,529	7.6%

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
August 2026

	2026 August		2025 August		Increase (Decrease)		Year to Date July-August 2026	Prior Year July-August 2025		Increase (Decrease)				
					\$	%				\$	%			
Reno B	\$	168.16	\$	161.05	\$	7.12	4.4%	\$	163.51	\$	155.53	\$	7.97	5.1%
Reno D	\$	140.28	\$	152.55	\$	(12.27)	-8.0%	\$	138.46	\$	142.17	\$	(3.70)	-2.6%
Reno E	\$	161.12	\$	152.42	\$	8.70	5.7%	\$	156.94	\$	147.13	\$	9.81	6.7%
Total Reno	\$	159.36	\$	157.97	\$	1.39	0.9%	\$	155.49	\$	151.00	\$	4.49	3.0%
Washoe A	\$	75.83	\$	119.84	\$	(44.00)	-36.7%	\$	85.61	\$	114.36	\$	(28.74)	-25.1%
Washoe B	\$	383.09	\$	364.93	\$	18.17	5.0%	\$	393.69	\$	361.27	\$	32.42	9.0%
Total Washoe County	\$	350.44	\$	336.25	\$	14.19	4.2%	\$	361.80	\$	331.61	\$	30.18	9.1%
Sparks	\$	127.19	\$	132.66	\$	(5.47)	-4.1%	\$	123.58	\$	127.36	\$	(3.77)	-3.0%
Total Average Daily Rate	\$	165.58	\$	165.07	\$	0.51	0.3%	\$	163.78	\$	159.43	\$	4.35	2.7%

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