



BUSINESS DEVELOPMENT

SEPTEMBER 24, 2026

RenoTahoe

MARCUS JOHNSON

Director of Business Development

RenoTahoe



NORTHERN NV MARKET



WANT TO MAKE A GREAT EVENT EVEN GREATER? BRING IT HOME.

Bringing your organization's next great event home is easier than you think. When you do, you benefit your company, your city, and—last but not least—yourself. That's because your recommendation can earn you exclusive event experiences to major Reno Tahoe venues when your organization books here.

It Starts With You

Get in touch with a decision maker and recommend Reno Tahoe. This could be an email, a phone call, or a good word in a meeting with anyone from your national headquarters or corporate offices. If your organization holds retreats, conventions, trade shows, conferences, or meetings, we're a perfect fit.

Then We Come In

Consider us your home team. When your organization shows interest, you'll connect them with the Reno Tahoe Convention Sales staff. We have all the information to get them interested. Once we're connected, sit back and relax while we handle the rest.



SCAN ME

LOCAL PARTNERS



NORTHERN NV NOW (FKA EDAWN)

RENO + SPARKS CHAMBER

NEVADA (UNR)

TRUCKEE MEADOWS CC (TMCC)

TARGET SEGMENTS



- **MANUFACTURING**
- **TECHNOLOGY INCLUDING BATTERY TECH & DATA CENTERS**
- **CLEAN ENERGY**
- **MEDICAL**
- **AEROSPACE/AVIATION**
- **LOGISTICS ECOMMERCE WAREHOUSING**
- **CORPORATE FRANCHISE**
- **ENTREPRENEURSHIP**

DESTINATION COMPETITION



PANASONIC

**CONNECT NATIONAL TEAM
MEETING 2024**

**NEW ORLEANS, HYATT REG.,
1,193 ROOM HOTEL, 300 DAILY
FLIGHTS**

MICROSOFT

AI TOUR 2025/26

**NEW YORK CITY,
JAVITS CENTER,
3 AIRPORTS**

SWITCH

**DATA CENTER
WORLD POWER 2026**

**DALLAS/FORT WORTH,
GAYLORD,
1,800 DAILY FLIGHTS**



APPROACH

BUSINESS DEVELOPMENT

ATTRACT MEETINGS

**INQUIRE AS TO THEIR STAFF'S ATTENDANCE
AT MEETINGS NATIONWIDE**

**UNCOVER THEIR STAFF'S PROFESSIONAL
ASSOCIATION AFFILIATIONS**

NORTHERN NV NOW COLLABORATIONS



RIDGELINE, INC.

FEB 2026

1,580 ROOM NIGHTS

SOFTWARE COMPANY IN SEMI-CONDUCTOR INDUSTRY (TENTATIVE)

SEPT 2028

3,521 ROOM NIGHTS

UNR COLLABORATIONS



**W ASSOCIATION OF AGRICULTURAL EXPERIMENT
STATION DIRECTORS (WAAESD)**

MARCH 2025

1,921 ROOM NIGHTS

NINETEENTH-CENTURY FRENCH STUDIES ASSOCIATION

OCT 2025

326 ROOM NIGHTS

TMCC & CHAMBER COLLABORATIONS



TMCC PARTNERSHIP

APRIL 2025

250 ROOM NIGHTS

**CHAMBER BOARD - FOUR (4) YR TERM STARTED JAN 2026
PRESENTING 'BRING IT HOME' WORD OF MOUTH AT EVENTS
AND FORMALLY AT COFFEE & COMMERCE**

MORE DISCOVERIES



- **INDUSTRIAL OPERATIONS ARE NOT NECESSARILY LARGE MEETING GENERATORS**
- **SMALL AMOUNT OF EMPLOYEES**
- **NOT ALL LOCAL ORGS HOLD MEETINGS**
- **HOLDING MEETINGS ON-CAMPUS**
- **LARGER MEETINGS DON'T FOLLOW THE LOCAL FACILITY**

HOW WE OVERCOME



- **APPROACH COMPANY FROM OUTSIDE OUR MARKET**
- **CREATE ENTICING OPTIONS FOR MEETINGS**
- **CONTINUE RELATIONSHIP BECAUSE CHANGE IS CONSTANT**

WHY RENO TAHOE WINS



- **ATTRACTIVE DURING RAMP UP**
- **THINGS TO DO / WEATHER**
- **AFFORDABLE & HIGH QUALITY**
- **UNIQUE & SOMETHING NEW/DIFFERENT**
- **PROXIMITY TO BAY AREA**
- **LAKE TAHOE**

NEXT STEPS



- **CONTINUE PURSUING LOCAL MARKET**
- **CONTINUE CURATING LOCAL CONTACTS WITH NEW MEETING POTENTIAL**
- **HOST 'AFTER 5 EVENT' FOR NORTHERN NV NOW IN APRIL 2027 AT VISIT RENO TAHOE VENUE TO PROMOTE BRING IT HOME**
- **CONTINUE LOCAL PARTNERSHIPS THAT LEAD TO NEW MEETINGS BUSINESS AND NEW OPPORTUNITIES (RFP'S)**



**THANK
YOU**

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UNR Departments that work with Visit Reno Tahoe (RSCVA):

- Department of English [College of Liberal Arts] (2015, 2025)
- Center for the Application of Substance Abuse Technologies (CASAT) [Center within the Division of Health Sciences] (2015)
- UNR Men's Soccer [Nevada Athletics] (2015)
- Raggio Research Center for STEM Education [College of Education & Human Development] (2015, 2016, 2018)
- School of Social Work (2015)
- Kappa Delta Chi Sorority, Inc. (2016)
- Nevada Seismological Laboratory [College of Science - Mackay School of Earth Sciences and Engineering] (2016)
- Department of Geography [College of Science - Mackay School of Earth Sciences and Engineering] (2016)
- Department of Geological Sciences & Engineering [College of Science - Mackay School of Earth Sciences and Engineering] (2016, 2021)
- Omega Delta Phi Fraternity, Inc. (2016)
- The Nevada Advanced Autonomous Systems Innovation Center (NAASIC) [College of Engineering, Department of Electrical & Biomedical Engineering] (2017)
- Department of Anthropology [College of Liberal Arts] (2017)
- Department of Basque Studies [College of Liberal Arts] (2017)
- School of the Arts [College of Liberal Arts] (2019)
- School of Medicine [College of Science] (2019)
- UNR Office of the President (2019)
- College of Agriculture, Biotechnology & Natural Resources (CABNR) (2021, 2025)
- Department of Theatre and Dance [College of Liberal Arts] (2021)
- University Libraries and Teaching & Learning Technologies (TLT) (2021)
- Department of Civil & Environment Engineering [College of Engineering] (2022)
- Department of Computer Science and Engineering, Advanced Robotics and Automation (ARA) Lab [College of Engineering] (2022)
- Department of Anthropology [College of Liberal Arts] (2023)
- University Libraries and Teaching & Learning Technologies (TLT) (2027)

Account Name – Northern NV Now

ACCO Engineered Systems	Lyten
Ames Construction	Mark IV Capital Inc.
Arrow Electronics, Inc.	Martin Harris Construction
Aspen Earthworks, Inc.	McKinstry
Bender Group	MEI Industrial Solutions
BMO	Metcalf
Brycon Construction	Monin
Buckeye Corrugated, Inc.	Nevada Gold Mines
Castle Solutions	Novo Logistics
CBRE	Nutrient Foods
CENTRA	Orangetree Productions
Charles River Laboratories	Ormat Nevada Inc.
CIQ	PacStates
Clark/Sullivan Construction	Panasonic Energy
Colliers International	Panattoni Development Company, Inc.
Commute With Enterprise	Pinecrest Construction & Development Co.
Desert Research Institute	Plenium Builders
Devcon Construction	ProLogis Management Inc.
DL Freight Solutions	Prominence Health
Dragonfly Energy Corp.	Pyramid Materials Inc.
EdgeCore Digital Infrastructure	Redwood Materials
Eide Bailly LLP	Ridgeline, Inc.
Enviroolution	Swagelok Company
Gilbane Building Company	Switch
Glasfloss Industries, LP	Tectonics Design Group
Google LLC	Tedesco Pacific Construction
Granite Construction Company	Tesla, Inc.
Greystar	Triad Plastic Technologies
Harris Industrial Gases	Uline
Health Benefits	United Construction Company
Helix Electric	Vantage Data Centers, LLC
High Voltage Electric, LLC	Vidler Water Company
Holland & Hart LLP	Warehouse Equipment Solutions, Inc. dba "WESTI"
Industrial Handling Equipment	Weber Metals, Inc.
Innovative Communications Systems, LLC	
Intelligent Fire Systems & Solutions, Inc.	
IntelliSource	
Intermountain Electric Inc.	
ITS Logistics	
KAHL Commercial Interiors, Inc.	
LP Insurance Services	
Lund Mechanical LLC	
Lyon Living	



PR UPDATE

NICOLLE LOWE
SEPT. 24, 2026

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VISIT RENO TAHOE'S RECORD YEAR MAKES HEADLINES NATIONWIDE



\$500M IN TAXABLE ROOM REVENUE (+8.8% YOY) AND 14% INCREASE IN VISITOR COUNTS

42

EARNED MEDIA
MENTIONS

11

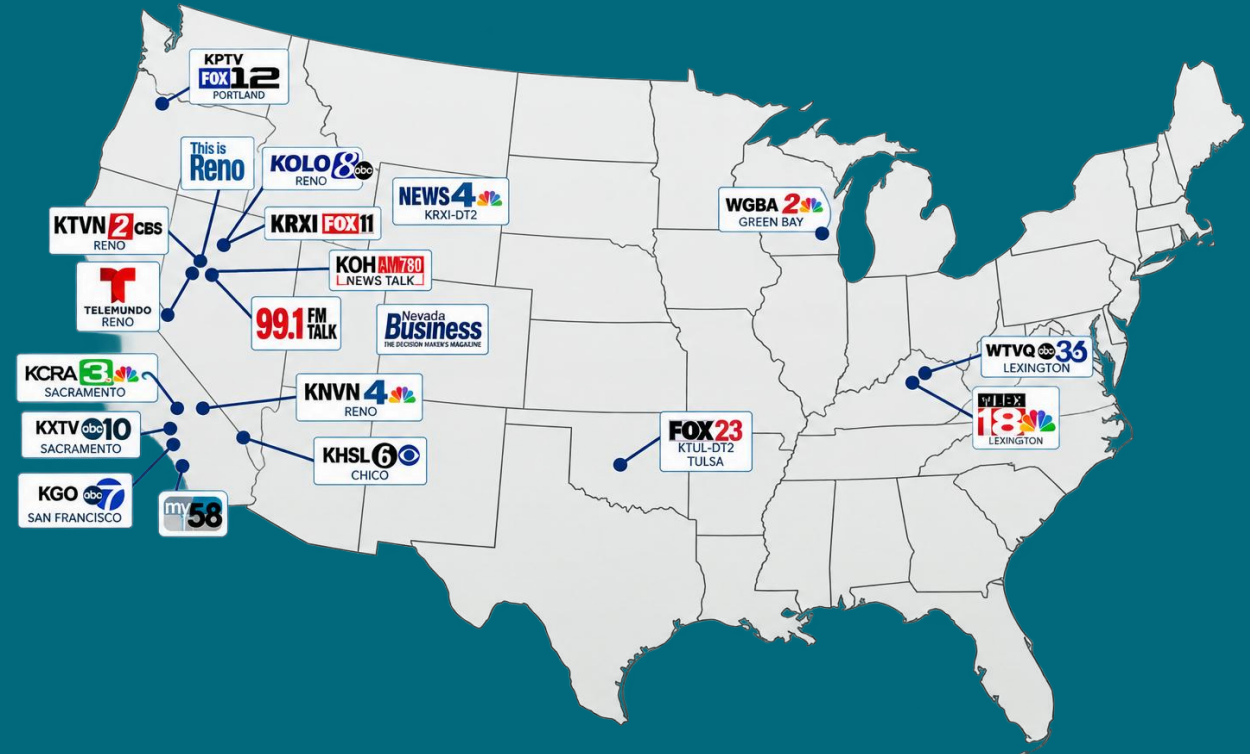
DIFFERENT CITY
BROADCASTS

+750K

POTENTIAL REACH

2

TRADE
PUBLICATIONS



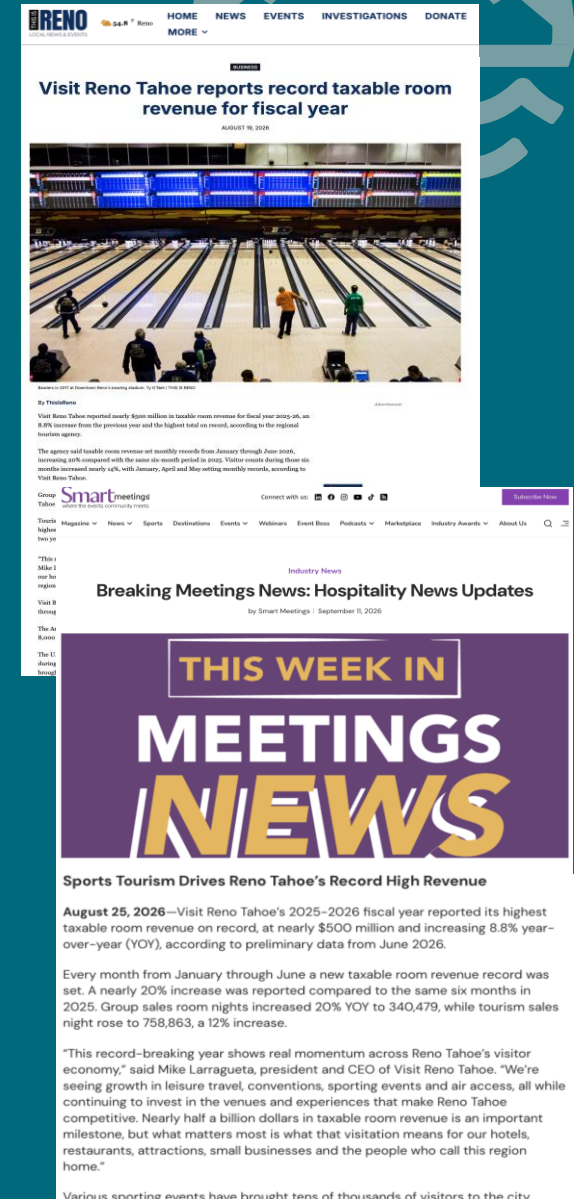
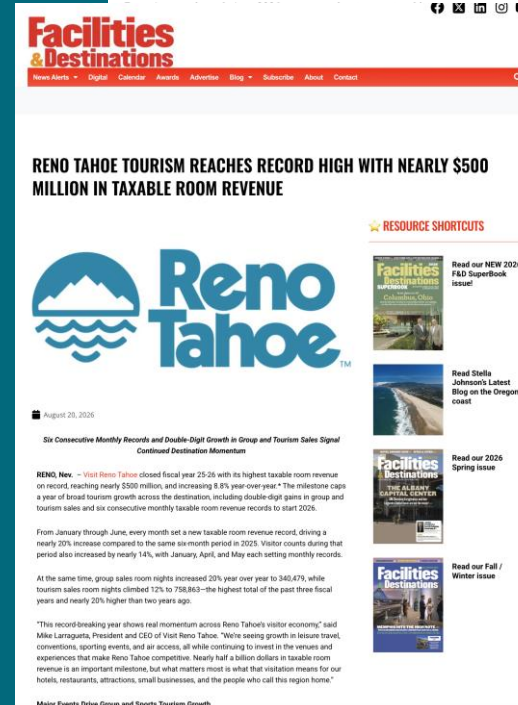
*MAP LOCATIONS NOT EXACT

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SAMPLE COVERAGE



WGBA (NBC) GREEN BAY, WI



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**THANK
YOU**

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EXECUTIVE UPDATES

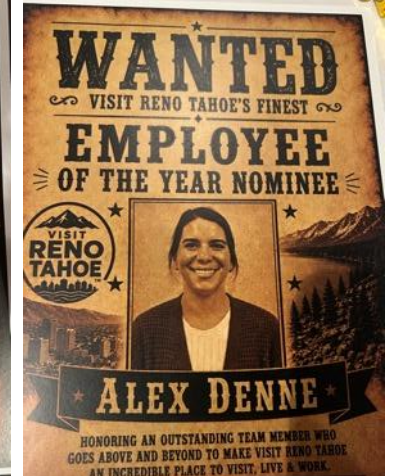
**BOARD OF DIRECTORS
SEPTEMBER 2026**

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EMPLOYEE OF THE YEAR SPOTLIGHT AWARDS DINNER

September 11 at the Renaissance Reno

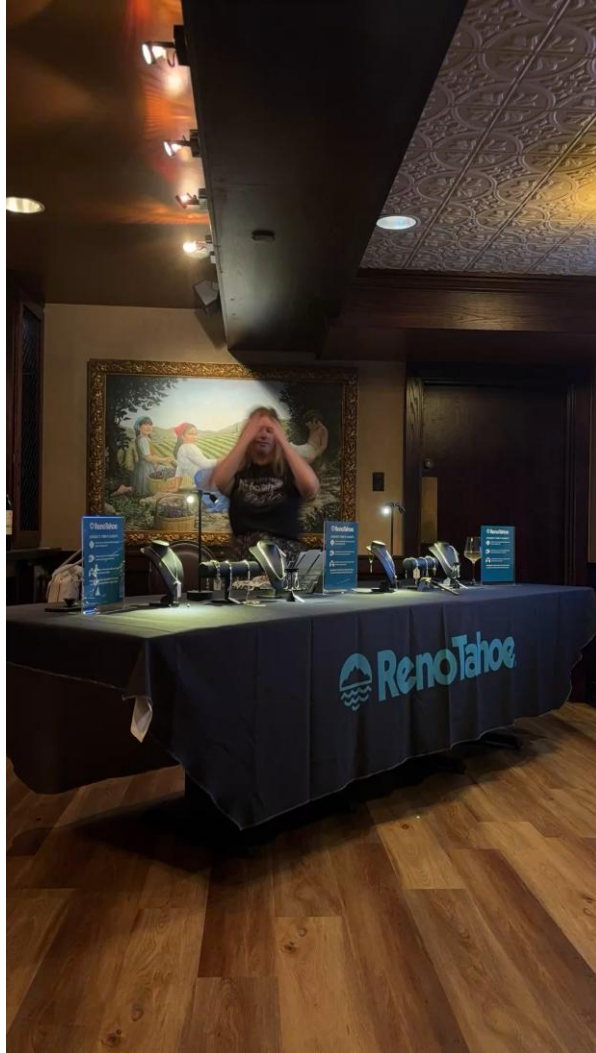
EXECUTIVE UPDATES



ASAE

August 15 - 18

EXECUTIVE UPDATES



CONNECT MARKETPLACE

August 24 - 26

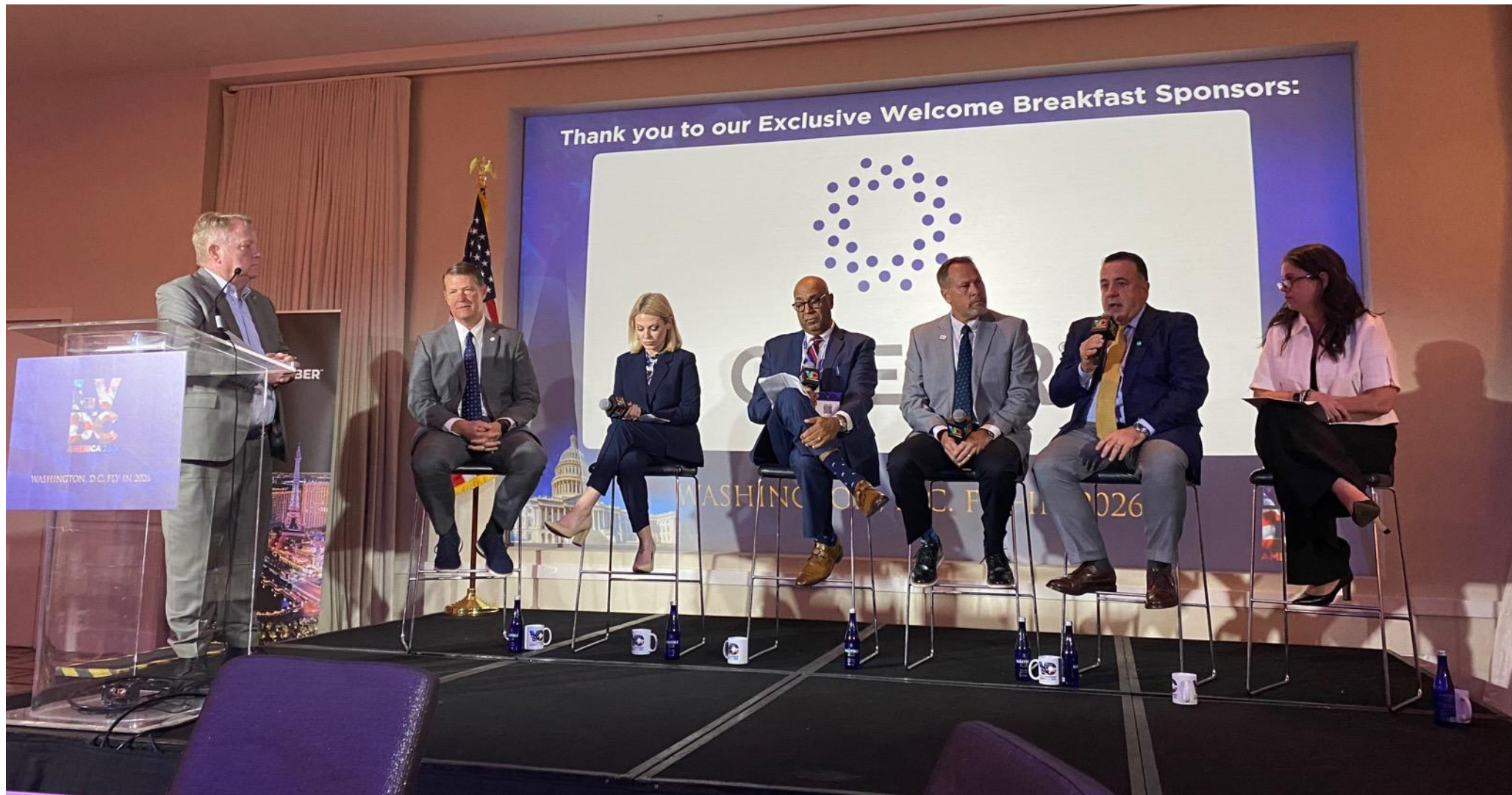
EXECUTIVE UPDATES



VEGAS CHAMBER WASHINGTON DC FLY-IN

September 14 - 17

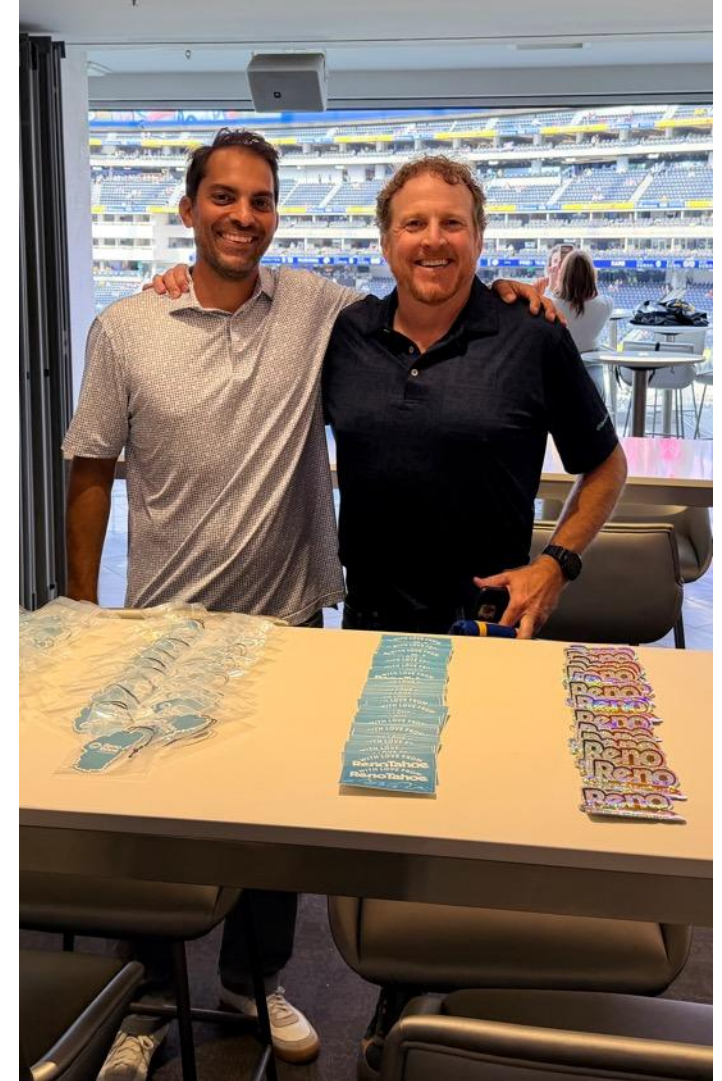
EXECUTIVE UPDATES



RAMS FOOTBALL GAME

September 21

EXECUTIVE UPDATES



WORLD LONG DRIVE



RenoTahoe | **NO LIMITS**

JULY 2026 ACTUAL VS JULY BUDGET

BY THE NUMBERS

OVERALL ROOM TAX REVENUE

▲ **6.3%**
OVER

\$55,191,531
RESULTS

\$51,915,932
BUDGET

OVERALL ADR

▲ **2.9%**
OVER

\$161.95
RESULTS

\$157.44
BUDGET

OVERALL OCCUPANCY

▲ **1.7%**
OVER

76.0%
RESULTS

74.7%
BUDGET

TOURISM SALES ROOM NIGHTS

▲ **6.2%**
OVER

73,465
RESULTS

69,187
BUDGET

GROUP SALES ROOM NIGHTS

▲ **94.5%**
OVER

35,284
RESULTS

18,139
BUDGET

VISITOR COUNT

▲ **2.7%**
OVER

406,338
RESULTS

395,552
BUDGET

CASH ROOMS

▲ **3.4%**
OVER

340,800
RESULTS

329,745
BUDGET

COMP ROOMS

▲ **3.8%**
OVER

90,947
RESULTS

87,656
BUDGET

EXEMPT ROOMS

▼ **5.2%**
UNDER

81,938
RESULTS

86,391
BUDGET

JULY 2026 ACTUAL VS JULY 2025 ACTUAL

BY THE NUMBERS

OVERALL ROOM TAX REVENUE

▲ **15.0%**
OVER

\$55,191,531
2026

\$47,979,298
2025

OVERALL ADR

▲ **5.5%**
OVER

\$161.95
2026

\$153.52
2025

OVERALL OCCUPANCY

▲ **5.7%**
OVER

76.0%
2026

71.9%
2025

TOURISM SALES ROOM NIGHTS

▲ **15.6%**
OVER

73,465
2026

63,577
2025

GROUP SALES ROOM NIGHTS

▼ **11.8%**
UNDER

35,284
2026

40,025
2025

VISITOR COUNT

▲ **7.5%**
OVER

406,338
2026

377,920
2025

CASH ROOMS

▲ **9.0%**
OVER

340,800
2026

312,524
2025

COMP ROOMS

▲ **5.6%**
OVER

90,947
2026

86,125
2025

EXEMPT ROOMS

▼ **5.2%**
UNDER

81,938
2026

86,391
2025

AUGUST 2026 ACTUAL VS AUGUST BUDGET

BY THE NUMBERS

OVERALL ROOM TAX REVENUE

▲ **6.7%**
OVER

\$57,550,274 **\$53,954,502**
RESULTS BUDGET

OVERALL ADR

▼ **1.5%**
OVER

\$165.58 **\$168.18**
RESULTS BUDGET

OVERALL OCCUPANCY

▲ **6.6%**
OVER

77.8% **73.0%**
RESULTS BUDGET

TOURISM SALES ROOM NIGHTS

▲ **9.2%**
OVER

79,329 **72,652**
RESULTS BUDGET

GROUP SALES ROOM NIGHTS

▼ **65.6%**
UNDER

13,451 **39,109**
RESULTS BUDGET

VISITOR COUNT

▲ **5.9%**
OVER

412,233 **389,200**
RESULTS BUDGET

CASH ROOMS

▲ **8.3%**
OVER

347,567 **320,806**
RESULTS BUDGET

COMP ROOMS

▼ **0.3%**
UNDER

90,088 **90,396**
RESULTS BUDGET

EXEMPT ROOMS

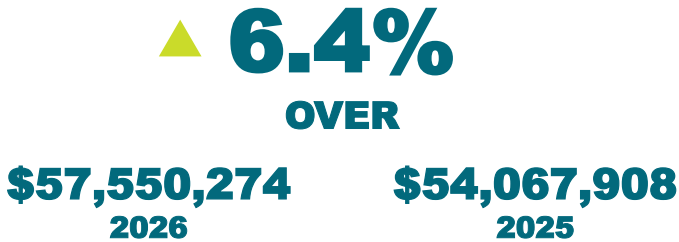
▼ **2.0%**
UNDER

83,968 **85,654**
RESULTS BUDGET

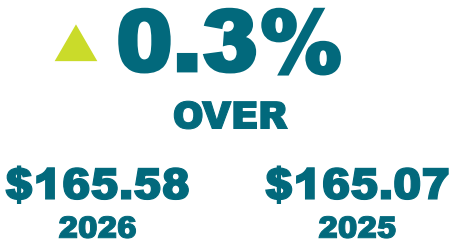
AUGUST 2026 ACTUAL VS AUGUST 2025 ACTUAL

BY THE NUMBERS

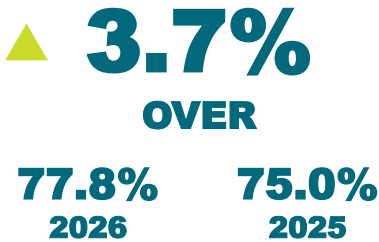
OVERALL ROOM TAX REVENUE



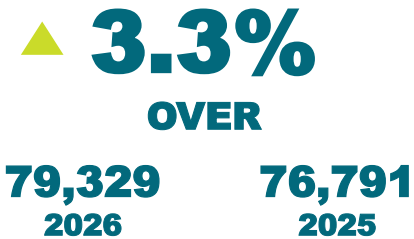
OVERALL ADR



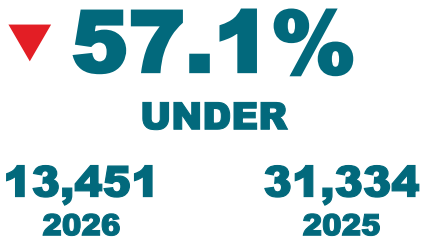
OVERALL OCCUPANCY



TOURISM SALES ROOM NIGHTS



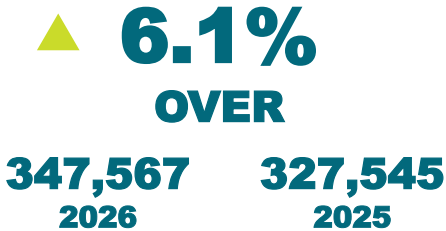
GROUP SALES ROOM NIGHTS



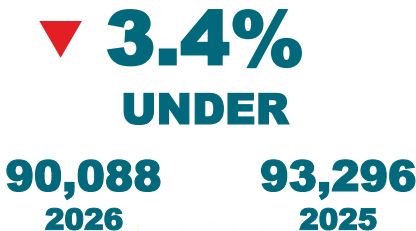
VISITOR COUNT



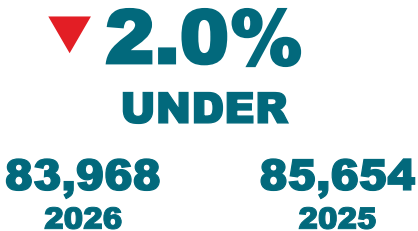
CASH ROOMS



COMP ROOMS



EXEMPT ROOMS



JULY - AUGUST 25/26 ACTUAL VS BUDGET

BY THE NUMBERS

OVERALL ROOM TAX REVENUE

▲ **6.5%**
OVER

\$112,780,197 **\$105,870,434**
RESULTS BUDGET

OVERALL ADR

▲ **0.6%**
OVER

\$163.78 **\$162.74**
RESULTS BUDGET

OVERALL OCCUPANCY

▲ **4.1%**
OVER

76.9% **73.9%**
RESULTS BUDGET

TOURISM SALES ROOM NIGHTS

▲ **7.7%**
OVER

152,794 **141,839**
RESULTS BUDGET

GROUP SALES ROOM NIGHTS

▼ **14.9%**
UNDER

48,735 **57,248**
RESULTS BUDGET

VISITOR COUNT

▲ **4.3%**
OVER

818,572 **784,753**
RESULTS BUDGET

CASH ROOMS

▲ **5.8%**
OVER

688,598 **650,551**
RESULTS BUDGET

COMP ROOMS

▲ **1.7%**
OVER

181,035 **178,052**
RESULTS BUDGET

EXEMPT ROOMS

▼ **3.6%**
UNDER

165,906 **172,045**
RESULTS BUDGET

JUL - AUG 2026 ACTUAL VS JUL - AUG 2025 ACTUAL

BY THE NUMBERS

OVERALL ROOM TAX REVENUE

▲ **10.5%**

OVER

\$112,780,197 **\$102,047,206**
2026 2025

OVERALL ADR

▲ **2.7%**

OVER

\$163.78 **\$159.43**
2026 2025

OVERALL OCCUPANCY

▲ **4.6%**

OVER

76.9% **73.5%**
2026 2025

TOURISM SALES ROOM NIGHTS

▲ **8.9%**

OVER

152,794 **140,368**
2026 2025

GROUP SALES ROOM NIGHTS

▼ **31.7%**

UNDER

48,735 **71,359**
2026 2025

VISITOR COUNT

▲ **5.5%**

OVER

818,572 **776,201**
2026 2025

CASH ROOMS

▲ **7.6%**

OVER

688,598 **640,069**
2026 2025

COMP ROOMS

▲ **0.9%**

OVER

181,035 **179,421**
2026 2025

EXEMPT ROOMS

▼ **3.6%**

UNDER

165,906 **172,045**
2026 2025



**THANK
YOU**

RenoTahoe