RENO-SPARKS CONVENTION & VISITORS AUTHORITY

September 2026
Room Statistics Compared to the Prior Year

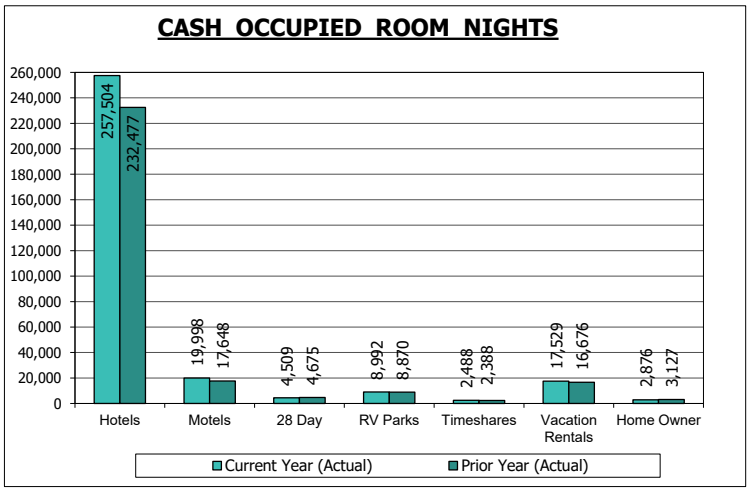
Taxable room revenues for the month of September 2026 are $49,213,230 and above September of the prior year by $7,246,434 (17.3%). Cash occupied room nights of 313,896 are above prior year by 28,035 (9.8%). Comp occupied room nights of 82,451 are above prior year by 5,031 (6.5%), and 28-day occupied room nights of 84,115 are above prior year by 1,165 (1.4%). Total occupied rooms for the month of September 2026 (Cash, Comp, 28-day) are 34,231 (7.7%) above the prior year.

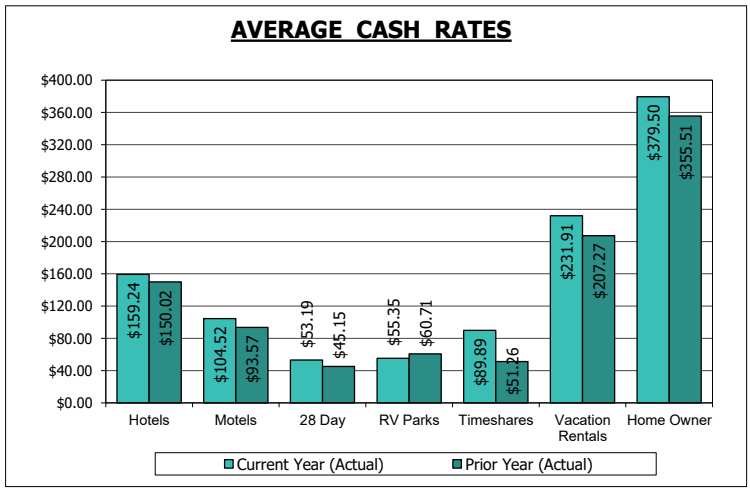
Overall, the Washoe County occupancy percentage of 69.7% for the month is 7.4% above the 64.9% level of the prior year. There were 1,548 (0.2%) more available rooms for the month compared to the prior year.

Overall cash average rates for September 2026 of $156.78 increased $9.97 (6.8%), compared to $146.81 for the prior year.

Year-to-date cash occupied room nights of 1,002,876 are 76,946 (8.3%) above prior year. Cash average rates year-to-date of $161.66 are $6.13 (3.9%) above the prior year. Year-to-date, total taxable room revenues of $162,129,405 are (12.6%) above prior year.

September 2026						
	Available	Cash	Average Cash Rate		Increase (Decrease)	
Segments	Rooms	Occupied Rooms	Current Year	Prior Year	$	%
Hotels	484,049	257,504	$159.24	$150.02	$9.22	6.1%
Motels	32,615	19,998	$104.52	$93.57	$10.95	11.7%
28 Day	63,440	4,509	$53.19	$45.15	$8.04	17.8%
RV Parks	38,190	8,992	$55.35	$60.71	($5.36)	-8.8%
Timeshares	9,324	2,488	$89.89	$51.26	$38.63	75.4%
Vacation Rentals	38,363	17,529	$231.91	$207.27	$24.64	11.9%
Home Owner	22,883	2,876	379.50	355.51	23.99	6.7%
Totals	**688,864**	**313,896**	**$156.78**	**$146.81**	**$9.97**	**6.8%**





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Reno-Sparks Convention and Visitors Authority

Combined Room Statistics

September 2026

Description	Actual	Budget	Increase (Decrease) $	Increase (Decrease) %	Last Year	Increase (Decrease) $	Increase (Decrease) %
Taxable Room Revenues	**$49,213,230**	**$41,982,405**	**$7,230,825**	**17.2%**	**$41,966,796**	**$7,246,434**	**17.3%**
Occupied Rooms - Cash	**313,896**	**280,991**	**32,905**	**11.7%**	**285,861**	**28,035**	**9.8%**
Average Rate - Cash	**$156.78**	**$149.41**	**$7.37**	**4.9%**	**$146.81**	**$9.97**	**6.8%**
Occupied Rooms							
Cash	313,896	280,991	32,905	11.7%	285,861	28,035	9.8%
Comp	82,451	79,615	2,836	3.6%	77,420	5,031	6.5%
28 Day	84,115	82,950	1,165	1.4%	82,950	1,165	1.4%
Total Occupied Rooms	**480,462**	**443,556**	**36,906**	**8.3%**	**446,231**	**34,231**	**7.7%**
Percentage of Occupancy							
Cash	45.6%	41.3%	4.3	10.4%	41.6%	4.0	9.6%
Comp	12.0%	11.7%	0.3	2.6%	11.3%	0.7	6.2%
28 Day	12.2%	12.2%	-	0.0%	12.1%	0.1	0.8%
Total Percentage of Occupancy	**69.7%**	**65.1%**	**4.6**	**7.1%**	**64.9%**	**4.8**	**7.4%**
Market Segments							
Occupied Rooms - Cash							
Hotels	257,504	227,259	30,245	13.3%	232,477	25,027	10.8%
Motels	19,998	18,001	1,997	11.1%	17,648	2,350	13.3%
28 Day Motels	4,509	4,582	(73)	(1.6%)	4,675	(166)	(3.6%)
R.V. Parks	8,992	8,870	122	1.4%	8,870	122	1.4%
Vacation Rentals	17,529	16,694	835	5.0%	16,676	853	5.1%
Timehares	2,488	2,391	97	4.1%	2,388	100	4.2%
Home Owner Rentals	2,876	3,194	(318)	0.0%	3,127	(251)	0.0%
Total Occupied - Cash	**313,896**	**280,991**	**32,905**	**11.7%**	**285,861**	**28,035**	**9.8%**
Percentage of Occupancy - Cash							
Hotels	53.2%	47.8%	5.4	11.3%	48.6%	4.6	9.5%
Motels	61.3%	49.4%	11.9	24.1%	49.4%	11.9	24.1%
28 Day Motels	7.1%	7.0%	0.1	1.4%	7.4%	(0.3)	(4.1%)
R.V. Parks	23.5%	23.4%	0.1	0.4%	21.3%	2.2	10.3%
Vacation Rentals	45.7%	50.0%	(4.3)	(8.6%)	46.8%	(1.1)	(2.4%)
Timeshares	26.7%	38.3%	(11.6)	(30.3%)	26.2%	0.5	1.9%
Home Owner Rentals	12.6%	12.1%	0.5	4.1%	13.1%	(0.5)	(3.8%)
Total Occupancy Percentage - Cash	**45.6%**	**41.3%**	**4.3**	**10.4%**	**41.6%**	**4.0**	**9.6%**
Average Rates - Cash							
Hotels	$159.24	$153.02	$6.22	4.1%	$150.02	$9.22	6.1%
Motels	$104.52	$93.57	$10.95	11.7%	$93.57	$10.95	11.7%
28 Day Motels	$53.19	$45.15	$8.04	17.8%	$45.15	$8.04	17.8%
R.V. Parks	$55.35	$60.71	($5.36)	(8.8%)	$60.71	($5.36)	(8.8%)
Vacation Rentals	$231.91	$211.21	$20.70	9.8%	$207.27	$24.64	11.9%
Timeshares	$89.89	$51.40	$38.49	74.9%	$51.26	$38.63	75.4%
Home Owner Rentals	$379.50	$353.34	$26.16	0.0%	$355.51	$23.99	6.7%
Total Cash Average Rate	**$156.78**	**$149.41**	**$7.37**	**4.9%**	**$146.81**	**$9.97**	**6.8%**

.

Reno-Sparks Convention and Visitors Authority

Combined Room Statistics

September 2026

	Actual	Budget	Increase (Decrease) $	Increase (Decrease) %	Last Year	Increase (Decrease) $	Increase (Decrease) %
Occupied Rooms							
Cash	313,896	280,991	32,905	11.7%	285,861	28,035	9.8%
Comp	82,451	79,615	2,836	3.6%	77,420	5,031	6.5%
28 Day	84,115	82,950	1,165	1.4%	82,950	1,165	1.4%
Total Occupied Rooms	**480,462**	**443,556**	**36,906**	**8.3%**	**446,231**	**34,231**	**7.7%**
Vacant	208,402	237,300	(28,898)	(12.2%)	241,085	(32,683)	(13.6%)
Total Available Rooms	688,864	680,856	8,008	1.2%	687,316	1,548	0.2%
Percentage of Occupancy							
Cash	45.6%	41.3%	4.3	10.4%	41.6%	4.0	9.6%
Comp	12.0%	11.7%	0.3	2.6%	11.3%	0.7	6.2%
28 Day	12.2%	12.2%	-	0.0%	12.1%	0.1	0.8%
Total Occupancy Percentage	**69.7%**	**65.1%**	**4.6**	**7.1%**	**64.9%**	**4.8**	**7.4%**
Vacant	30.3%	34.9%	(4.6)	(13.2%)	35.1%	(4.8)	(13.7%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	**$49,213,230**	**$41,982,405**	**$7,230,825**	**17.2%**	**$41,966,796**	**$7,246,434**	**17.3%**
Comp	$11,949,188	$10,477,788	$1,471,400	14.0%	$10,183,975	$1,765,213	17.3%
28 Day	$4,390,145	$3,729,198	$660,947	17.7%	$3,729,360	$660,785	17.7%
Total Revenue	$65,552,563	$56,189,392	$9,363,171	16.7%	$55,880,131	$9,672,432	17.3%
Average Rates							
Cash	**$156.78**	**$149.41**	**$7.37**	**4.9%**	**$146.81**	**$9.97**	**6.8%**
Comp	$144.92	$131.61	$13.31	10.1%	$131.54	$13.38	10.2%
28 Day	$52.19	$44.96	$7.23	16.1%	$44.96	$7.23	16.1%

Reno-Sparks Convention and Visitors Authority

Hotel Statistics

September 2026

	Actual	Budget	Increase (Decrease) $	Increase (Decrease) %	Last Year	Increase (Decrease) $	Increase (Decrease) %
Occupied Rooms							
Cash	257,504	227,259	30,245	13.3%	232,477	25,027	10.8%
Comp	82,380	79,590	2,790	3.5%	77,272	5,108	6.6%
28 Day	5,041	6,278	(1,237)	(19.7%)	6,278	(1,237)	(19.7%)
Total Occupied Rooms	**344,925**	**313,127**	**31,798**	**10.2%**	**316,027**	**28,898**	**9.1%**
Vacant	139,124	161,833	(22,709)	(14.0%)	162,386	(23,262)	(14.3%)
Total Available Rooms	484,049	474,960	9,089	1.9%	478,413	5,636	1.2%
Percentage of Occupancy							
Cash	53.2%	47.8%	5.4	11.3%	48.6%	4.6	9.5%
Comp	17.0%	16.8%	0.2	1.2%	16.2%	0.8	4.9%
28 Day	1.0%	1.3%	(0.3)	(23.1%)	1.3%	(0.3)	(23.1%)
Total Occupancy Percentage	**71.3%**	**65.9%**	**5.4**	**8.2%**	**66.1%**	**5.2**	**7.9%**
Vacant	28.7%	34.1%	(5.4)	(15.8%)	33.9%	(5.2)	(15.3%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	**$41,005,278**	**$34,775,263**	**$6,230,015**	**17.9%**	**$34,875,295**	**$6,129,983**	**17.6%**
Comp	$11,933,854	$10,475,657	$1,458,197	13.9%	$10,170,892	$1,762,962	17.3%
28 Day	$615,028	$650,150	($35,122)	(5.4%)	$650,130	($35,102)	(5.4%)
Total Revenue	$53,554,160	$45,901,070	$7,653,090	16.7%	$45,696,317	$7,857,843	17.2%
Average Rates							
Cash	**$159.24**	**$153.02**	**$6.22**	**4.1%**	**$150.02**	**$9.22**	**6.1%**
Comp	$144.86	$131.62	$13.24	10.1%	$131.62	$13.24	10.1%
28 Day	$122.01	$103.56	$18.45	17.8%	$103.56	$18.45	17.8%

Reno-Sparks Convention and Visitors Authority

Motel Statistics

September 2026

	Actual	Budget	Increase (Decrease) $	Increase (Decrease) %	Last Year	Increase (Decrease) $	Increase (Decrease) %
Occupied Rooms							
Cash	19,998	18,001	1,997	11.1%	17,648	2,350	13.3%
Comp	18	20	(2)	(10.0%)	20	(2)	(10.0%)
28 Day	2,186	2,650	(464)	(17.5%)	2,650	(464)	(17.5%)
Total Occupied Rooms	**22,202**	**20,671**	**1,531**	**7.4%**	**20,318**	**1,884**	**9.3%**
Vacant	10,413	15,779	(5,366)	(34.0%)	15,438	(5,025)	(32.5%)
Total Available Rooms	32,615	36,450	(3,835)	(10.5%)	35,756	(3,141)	(8.8%)
Percentage of Occupancy							
Cash	61.3%	49.4%	11.9	24.1%	49.4%	11.9	24.1%
Comp	0.1%	0.1%	-	0.0%	0.1%	-	0.0%
28 Day	6.7%	7.3%	(0.6)	(8.2%)	7.4%	(0.7)	(9.5%)
Total Occupancy Percentage	**68.1%**	**56.7%**	**11.4**	**20.1%**	**56.8%**	**11.3**	**19.9%**
Vacant	31.9%	43.3%	(11.4)	(26.3%)	43.2%	(11.3)	(26.2%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	**$2,090,154**	**$1,684,350**	**$405,804**	**24.1%**	**$1,651,398**	**$438,756**	**26.6%**
Comp	$2,250	$1,756	$494	28.1%	$1,756	$494	28.1%
28 Day	$81,955	$115,169	($33,214)	(28.8%)	$115,170	($33,215)	(28.8%)
Total Revenue	$2,174,359	$1,801,275	$373,084	20.7%	$1,768,324	$406,035	23.0%
Average Rates							
Cash	**$104.52**	**$93.57**	**$10.95**	**11.7%**	**$93.57**	**$10.95**	**11.7%**
Comp	$125.00	$87.80	$37.20	42.4%	$87.80	$37.20	42.4%
28 Day	$37.49	$43.46	($5.97)	(13.7%)	$43.46	($5.97)	(13.7%)

Reno-Sparks Convention and Visitors Authority

28 Day Motel Statistics

September 2026

	Actual	Budget	Increase (Decrease) $	Increase (Decrease) %	Last Year	Increase (Decrease) $	Increase (Decrease) %
Occupied Rooms							
Cash	4,509	4,582	(73)	(1.6%)	4,675	(166)	(3.6%)
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	46,397	43,699	2,698	6.2%	43,699	2,698	6.2%
Total Occupied Rooms	**50,906**	**48,281**	**2,626**	**5.4%**	**48,374**	**2,532**	**5.2%**
Vacant	12,534	17,120	(4,586)	(26.8%)	14,659	(2,125)	(14.5%)
Total Available Rooms	63,440	65,400	(1,960)	(3.0%)	63,033	407	0.6%
Percentage of Occupancy							
Cash	7.1%	7.0%	0.1	1.4%	7.4%	(0.3)	(4.1%)
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	73.1%	66.8%	6.3	9.4%	69.3%	3.8	5.5%
Total Occupancy Percentage	**80.2%**	**73.8%**	**6.4**	**8.7%**	**76.7%**	**3.5**	**4.6%**
Vacant	19.8%	26.2%	(6.4)	(24.4%)	23.3%	(3.5)	(15.0%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	**$239,843**	**$206,855**	**$32,988**	**15.9%**	**$211,098**	**$28,745**	**13.6%**
Comp	$0	$0	$0	0.0%	$0	$0	0.0%
28 Day	$1,550,466	$1,388,317	$162,149	11.7%	$1,388,534	$161,932	11.7%
Total Revenue	$1,790,309	$1,595,172	$195,137	12.2%	$1,599,632	$190,677	11.9%
Average Rates							
Cash	**$53.19**	**$45.15**	**$8.04**	**17.8%**	**$45.15**	**$8.04**	**17.8%**
Comp	$0.00	$0.00	$0.00	0.0%	$0.00	$0.00	0.0%
28 Day	$33.42	$31.77	$1.65	5.2%	$31.77	$1.65	5.2%

Reno-Sparks Convention and Visitors Authority

RV Park Statistics

September 2026

	Actual	Budget	Increase (Decrease) $	Increase (Decrease) %	Last Year	Increase (Decrease) $	Increase (Decrease) %
Occupied Rooms							
Cash	8,992	8,870	122	1.4%	8,870	122	1.4%
Comp	30	5	25	500.0%	128	(98)	(76.6%)
28 Day	19,067	21,682	(2,615)	(12.1%)	21,682	(2,615)	(12.1%)
Total Occupied Rooms	**28,089**	**30,557**	**(2,468)**	**(8.1%)**	**30,680**	**(2,591)**	**(8.4%)**
Vacant	10,101	7,393	2,708	36.6%	10,930	(829)	(7.6%)
Total Available Rooms	38,190	37,950	240	0.6%	41,610	(3,420)	(8.2%)
Percentage of Occupancy							
Cash	23.5%	23.4%	0.1	0.4%	21.3%	2.2	10.3%
Comp	0.1%	0.0%	0.1	100.0%	0.3%	(0.2)	(66.7%)
28 Day	49.9%	57.1%	(7.2)	(12.6%)	52.1%	(2.2)	(4.2%)
Total Occupancy Percentage	**73.6%**	**80.5%**	**(6.9)**	**(8.6%)**	**73.7%**	**(0.1)**	**(0.1%)**
Vacant	26.4%	19.5%	6.9	35.4%	26.3%	0.1	0.4%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	**$497,664**	**$538,498**	**($40,834)**	**(7.6%)**	**$538,534**	**($40,870)**	**(7.6%)**
Comp	$2,132	$375	$1,757	468.5%	$11,327	($9,195)	(81.2%)
28 Day	$722,024	$634,199	$87,826	13.8%	$634,168	$87,856	13.9%
Total Revenue	$1,221,820	$1,173,071	$48,749	4.2%	$1,184,029	$37,791	3.2%
Average Rates							
Cash	**$55.35**	**$60.71**	**($5.36)**	**(8.8%)**	**$60.71**	**($5.36)**	**(8.8%)**
Comp	$71.07	$75.00	($3.93)	(5.2%)	$88.49	($17.42)	(19.7%)
28 Day	$37.87	$29.25	$8.62	29.5%	$29.25	$8.62	29.5%

Reno-Sparks Convention and Visitors Authority

Vacation Rental Statistics

September 2026

	Actual	Budget	Increase (Decrease) $	Increase (Decrease) %	Last Year	Increase (Decrease) $	Increase (Decrease) %
Occupied Rooms							
Cash	17,529	16,694	835	5.0%	16,676	853	5.1%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	10,947	7,641	3,306	43.3%	7,641	3,306	43.3%
Total Occupied Rooms	**28,476**	**24,335**	**4,141**	**17.0%**	**24,317**	**4,159**	**17.1%**
Vacant	9,887	9,025	862	9.6%	11,290	(1,403)	(12.4%)
Total Available Rooms	38,363	33,360	5,003	15.0%	35,607	2,756	7.7%
Percentage of Occupancy							
Cash	45.7%	50.0%	(4.3)	(8.6%)	46.8%	(1.1)	(2.4%)
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	28.5%	22.9%	5.6	24.5%	21.5%	7.0	32.6%
Total Occupancy Percentage	**74.2%**	**72.9%**	**1.3**	**1.8%**	**68.3%**	**5.9**	**8.6%**
Vacant	25.8%	27.1%	(1.3)	(4.8%)	31.7%	(5.9)	(18.6%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	**$4,065,198**	**$3,525,975**	**$539,223**	**15.3%**	**$3,456,382**	**$608,816**	**17.6%**
Comp	$0	$0	$0	0.0%	$0	$0	0.0%
28 Day	$1,367,635	$818,504	$549,131	67.1%	$818,498	$549,137	67.1%
Total Revenue	$5,432,833	$4,344,479	$1,088,354	25.1%	$4,274,880	$1,157,953	27.1%
Average Rates							
Cash	**$231.91**	**$211.21**	**$20.70**	**9.8%**	**$207.27**	**$24.64**	**11.9%**
Comp	$0.00	$0.00	$0.00	0.0%	$0.00	$0.00	0.0%
28 Day	$124.93	$107.12	$17.81	16.6%	$107.12	$17.81	16.6%

Reno-Sparks Convention and Visitors Authority

Timeshare Statistics

September 2026

	Actual	Budget	Increase (Decrease) $	Increase (Decrease) %	Last Year	Increase (Decrease) $	Increase (Decrease) %
Occupied Rooms							
Cash	2,488	2,391	97	4.1%	2,388	100	4.2%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	-	-	-	0.0%	-	-	0.0%
Total Occupied Rooms	**2,488**	**2,391**	**97**	**4.1%**	**2,388**	**100**	**4.2%**
Vacant	6,836	3,849	2,987	77.6%	6,721	115	1.7%
Total Available Rooms	9,324	6,240	3,084	49.4%	9,109	215	2.4%
Percentage of Occupancy							
Cash	26.7%	38.3%	(11.6)	(30.3%)	26.2%	0.5	1.9%
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	**26.7%**	**38.3%**	**(11.6)**	**(30.3%)**	**26.2%**	**0.5**	**1.9%**
Vacant	73.3%	61.7%	11.6	18.8%	73.8%	(0.5)	(0.7%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	**$223,653**	**$122,897**	**$100,756**	**82.0%**	**$122,398**	**$101,255**	**82.7%**
Comp	$0	$0	$0	0.0%	$0	$0	0.0%
28 Day	$0	$0	$0	0.0%	$0	$0	0.0%
Total Revenue	$223,653	$122,897	$100,756	82.0%	$122,398	$101,255	82.7%
Average Rates							
Cash	**$89.89**	**$51.40**	**$38.49**	**74.9%**	**$51.26**	**$38.63**	**75.4%**
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

September 2026

	Actual	Budget	Increase (Decrease) $	Increase (Decrease) %	Last Year	Increase (Decrease) $	Increase (Decrease) %
Occupied Rooms							
Cash	2,876	3,194	(318)	(0.10)	3,127	(251)	-8.0%
Comp	23	-	23	1.00	-	23	100.0%
28 Day	477	1,000	(523)	(0.52)	1,000	(523)	-52.3%
Total Occupied Rooms	**3,376**	**4,194**	**(818)**	**(0.20)**	**4,127**	**(751)**	**-18.2%**
Vacant	19,507	22,302	(2,795)	(0.13)	19,661	(154.00)	-0.8%
Total Available Rooms	22,883	26,496	(3,613)	(0.14)	23,788	(905)	-3.8%
Percentage of Occupancy							
Cash	12.6%	12.1%	0.50	0.04	13.1%	(0.50)	-3.8%
Comp	0.1%	0.0%	0.10	1.00	0.0%	0.10	100.0%
28 Day	2.1%	3.8%	(1.70)	(0.45)	4.2%	(2.10)	-50.0%
Total Occupancy Percentage	**14.8%**	**15.8%**	**(1.00)**	**(0.06)**	**17.3%**	**(2.50)**	**-14.5%**
Vacant	85.2%	84.2%	1.00	0.01	82.7%	2.50	3.0%
Total (must equal 100.0%)	100.0%	100.0%	-	-	100.0%	-	0.0%
Revenue							
Cash - Taxable	**$1,091,440**	**$1,128,568**	**(37,128)**	**-3.3%**	**$1,111,691**	**($20,251)**	**-1.8%**
Comp	$10,952	$0	10,952	100.0%	$0	$10,952	100.0%
28 Day	$53,037	$122,860	(69,823)	-56.8%	$122,860	($69,823)	-56.8%
Total Revenue	$1,155,429	$1,251,428	(95,999)	-7.7%	$1,234,551	($79,122)	-6.4%
Average Rates							
Cash	**$379.50**	**$353.34**	**$26.16**	**7.4%**	**$355.51**	**$23.99**	**6.7%**
Comp	$476.17	$0.00	$476.17	100.0%	$0.00	$476.17	100.0%
28 Day	$111.19	$122.86	($11.67)	-9.5%	$122.86	($11.67)	-9.5%

Reno-Sparks Convention and Visitors Authority

Combined Room Statistics - Year To Date

July - September 2026

Description	Actual	Budget	Increase (Decrease) $	Increase (Decrease) %	Prior Year	Increase (Decrease) $	Increase (Decrease) %
Taxable Room Revenues	**$162,129,405**	**$147,852,840**	**$14,276,565**	**9.7%**	**$144,014,001**	**$18,115,404**	**12.6%**
Occupied Rooms - Cash	**1,002,876**	**931,542**	**71,334**	**7.7%**	**925,930**	**76,946**	**8.3%**
Average Rate - Cash	**$161.66**	**$158.72**	**$2.94**	**1.9%**	**$155.53**	**$6.13**	**3.9%**
Occupied Rooms							
Cash	1,002,876	931,542	71,334	7.7%	925,930	76,946	8.3%
Comp	263,486	257,667	5,819	2.3%	256,841	6,645	2.6%
28 Day	251,085	254,995	(3,910)	(1.5%)	254,995	(3,910)	(1.5%)
Total Occupied Rooms	**1,517,447**	**1,444,204**	**73,243**	**5.1%**	**1,437,766**	**79,681**	**5.5%**
Percentage of Occupancy							
Cash	49.2%	45.8%	3.4	7.4%	45.5%	3.7	8.1%
Comp	12.9%	12.7%	0.2	1.6%	12.6%	0.3	2.4%
28 Day	12.3%	12.5%	(0.2)	(1.6%)	12.5%	(0.2)	(1.6%)
Total Percentage of Occupancy	**74.5%**	**71.0%**	**3.5**	**4.9%**	**70.6%**	**3.9**	**5.5%**
Market Segments							
Occupied Rooms - Cash							
Hotels	819,824	759,092	60,732	8.0%	754,810	65,014	8.6%
Motels	65,462	58,923	6,539	11.1%	58,776	6,686	11.4%
28 Day Motels	13,293	14,511	(1,218)	(8.4%)	14,604	(1,311)	(9.0%)
R.V. Parks	27,886	29,743	(1,857)	(6.2%)	29,743	(1,857)	(6.2%)
Vacation Rentals	66,199	58,251	7,948	13.6%	57,446	8,753	15.2%
Timeshares	7,336	7,828	(492)	(6.3%)	7,424	(88)	(1.2%)
Home Owner Rentals	2,876	3,194	(318)	(10.0%)	3,127	(251)	(8.0%)
Total Occupied - Cash	**1,002,876**	**931,542**	**71,334**	**7.7%**	**925,930**	**76,946**	**8.3%**
Percentage of Occupancy - Cash							
Hotels	56.7%	52.3%	4.4	8.4%	52.6%	4.1	7.8%
Motels	62.6%	52.7%	9.9	18.8%	53.2%	9.4	17.7%
28 Day Motels	6.8%	7.0%	(0.2)	(2.9%)	7.5%	(0.7)	(9.3%)
R.V. Parks	24.3%	25.6%	(1.3)	(5.1%)	23.2%	1.1	4.7%
Vacation Rentals	52.3%	56.9%	(4.6)	(8.1%)	51.2%	1.1	2.1%
Timeshares	25.7%	39.6%	(13.9)	(35.1%)	22.7%	3.0	13.2%
Home Owner Rentals	12.6%	12.1%	0.5	4.1%	13.1%	(0.5)	(3.8%)
Total Occupancy Percentage - Cash	**49.2%**	**45.8%**	**3.4**	**7.4%**	**45.5%**	**3.7**	**8.1%**
Average Rates - Cash							
Hotels	$163.03	$161.51	$1.52	0.9%	$158.20	$4.83	3.1%
Motels	$110.71	$106.55	$4.16	3.9%	$106.62	$4.09	3.8%
28 Day Motels	$55.17	$47.63	$7.54	15.8%	$47.61	$7.56	15.9%
R.V. Parks	$59.77	$64.87	($5.10)	(7.9%)	$64.88	($5.11)	(7.9%)
Vacation Rental	$256.09	$251.23	$4.86	1.9%	$245.22	$10.87	4.4%
Timeshares	$106.51	$75.58	$30.93	40.9%	$69.49	$37.02	53.3%
Home Owner Rentals	$379.50	$353.34	$26.16	7.4%	$355.51	$23.99	6.7%
Total Cash Average Rate	**$161.66**	**$158.72**	**$2.94**	**1.9%**	**$155.53**	**$6.13**	**3.9%**

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Reno-Sparks Convention and Visitors Authority

Combined Room Statistics - Year To Date

July 2026

	Actual	Budget	Increase (Decrease) $	Increase (Decrease) %	Prior Year	Increase (Decrease) $	Increase (Decrease) %
Occupied Rooms							
Cash	1,002,876	931,542	71,334	7.7%	925,930	76,946	8.3%
Comp	263,486	257,667	5,819	2.3%	256,841	6,645	2.6%
28 Day	251,085	254,995	(3,910)	(1.5%)	254,995	(3,910)	(1.5%)
Total Occupied Rooms	**1,517,447**	**1,444,204**	**73,243**	**5.1%**	**1,437,766**	**79,681**	**5.5%**
Vacant	520,435	590,934	(70,499)	(11.9%)	599,449	(79,014)	(13.2%)
Total Available Rooms	2,037,882	2,035,138	2,744	0.1%	2,037,215	667	0.0%
Percentage of Occupancy							
Cash	49.2%	45.8%	3.4	7.4%	45.5%	3.7	8.1%
Comp	12.9%	12.7%	0.2	1.6%	12.6%	0.3	2.4%
28 Day	12.3%	12.5%	(0.2)	(1.6%)	12.5%	(0.2)	(1.6%)
Total Occupancy Percentage	**74.5%**	**71.0%**	**3.5**	**4.9%**	**70.6%**	**3.9**	**5.5%**
Vacant	25.5%	29.0%	(3.5)	(12.1%)	29.4%	(3.9)	(13.3%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	**$162,129,405**	**$147,852,840**	**$14,276,565**	**9.7%**	**$144,014,001**	**$18,115,404**	**12.6%**
Comp	$37,915,091	$36,812,866	$1,102,225	3.0%	$36,757,363	$1,157,728	3.1%
28 Day	$12,949,511	$11,572,555	$1,376,956	11.9%	$11,573,069	$1,376,442	11.9%
Total Revenue	$212,994,007	$196,238,261	$16,755,746	8.5%	$192,344,433	$20,649,574	10.7%
Average Rates							
Cash	**$161.66**	**$158.72**	**$2.94**	**1.9%**	**$155.53**	**$6.13**	**3.9%**
Comp	$143.90	$142.87	$1.03	0.7%	$143.11	$0.79	0.6%
28 Day	$51.57	$45.38	$6.19	13.6%	$45.39	$6.18	13.6%

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Reno-Sparks Convention and Visitors Authority

Hotel Statistics - Year To Date

July - September 2026

	Actual	Budget	Increase (Decrease) $	Increase (Decrease) %	Prior Year	Increase (Decrease) $	Increase (Decrease) %
Occupied Rooms							
Cash	819,824	759,092	60,732	8.0%	754,810	65,014	8.6%
Comp	263,301	257,579	5,722	2.2%	256,338	6,963	2.7%
28 Day	14,970	19,903	(4,933)	(24.8%)	19,903	(4,933)	(24.8%)
Total Occupied Rooms	**1,098,095**	**1,036,574**	**61,521**	**5.9%**	**1,031,051**	**67,044**	**6.5%**
Vacant	347,903	413,894	(65,991)	(15.9%)	404,362	(56,459)	(14.0%)
Total Available Rooms	1,445,998	1,450,468	(4,470)	(0.3%)	1,435,413	10,585	0.7%
Percentage of Occupancy							
Cash	56.7%	52.3%	4.4	8.4%	52.6%	4.1	7.8%
Comp	18.2%	17.8%	0.4	2.2%	17.9%	0.3	1.7%
28 Day	1.0%	1.4%	(0.4)	(28.6%)	1.4%	(0.4)	(28.6%)
Total Occupancy Percentage	**75.9%**	**71.5%**	**4.4**	**6.2%**	**71.8%**	**4.1**	**5.7%**
Vacant	24.1%	28.5%	(4.4)	(15.4%)	28.2%	(4.1)	(14.5%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	**$133,656,198**	**$122,599,389**	**$11,056,809**	**9.0%**	**$119,407,869**	**$14,248,329**	**11.9%**
Comp	$37,884,695	$36,804,601	$1,080,094	2.9%	$36,713,445	$1,171,250	3.2%
28 Day	$1,838,832	$2,102,073	($263,241)	(12.5%)	$2,102,086	($263,254)	(12.5%)
Total Revenue	$173,379,725	$161,506,063	$11,873,662	7.4%	$158,223,400	$15,156,325	9.6%
Average Rates							
Cash	**$163.03**	**$161.51**	**$1.52**	**0.9%**	**$158.20**	**$4.83**	**3.1%**
Comp	$143.88	$142.89	$0.99	0.7%	$143.22	$0.66	0.5%
28 Day	$122.83	$105.62	$17.21	16.3%	$105.62	$17.21	16.3%

Reno-Sparks Convention and Visitors Authority

Motel Statistics - Year To Date

July - September 2026

	Actual	Budget	Increase (Decrease) $	Increase (Decrease) %	Prior Year	Increase (Decrease) $	Increase (Decrease) %
Occupied Rooms							
Cash	65,462	58,923	6,539	11.1%	58,776	6,686	11.4%
Comp	103	73	30	41.1%	73	30	41.1%
28 Day	6,594	8,286	(1,692)	(20.4%)	8,286	(1,692)	(20.4%)
Total Occupied Rooms	**72,159**	**67,282**	**4,877**	**7.2%**	**67,135**	**5,024**	**7.5%**
Vacant	32,354	44,498	(12,144)	(27.3%)	43,384	(11,030)	(25.4%)
Total Available Rooms	104,513	111,780	(7,267)	(6.5%)	110,519	(6,006)	(5.4%)
Percentage of Occupancy							
Cash	62.6%	52.7%	9.9	18.8%	53.2%	9.4	17.7%
Comp	0.1%	0.1%	-	0.0%	0.1%	-	0.0%
28 Day	6.3%	7.4%	(1.1)	(14.9%)	7.5%	(1.2)	(16.0%)
Total Occupancy Percentage	**69.0%**	**60.2%**	**8.8**	**14.6%**	**60.7%**	**8.3**	**13.7%**
Vacant	31.0%	39.8%	(8.8)	(22.1%)	39.3%	(8.3)	(21.1%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	**$7,247,324**	**$6,278,317**	**$969,007**	**15.4%**	**$6,266,706**	**$980,618**	**15.6%**
Comp	$13,049	$7,141	$5,908	82.7%	$7,141	$5,908	82.7%
28 Day	$245,212	329,960.36	($84,748)	(25.7%)	$329,972	($84,760)	(25.7%)
Total Revenue	$7,505,585	$6,615,419	$890,166	13.5%	$6,603,819	$901,766	13.7%
Average Rates							
Cash	**$110.71**	**$106.55**	**$4.16**	**3.9%**	**$106.62**	**$4.09**	**3.8%**
Comp	$126.69	$97.82	$28.87	29.5%	$97.82	$28.87	29.5%
28 Day	$37.19	$39.82	($2.63)	(6.6%)	$39.82	($2.63)	(6.6%)

Reno-Sparks Convention and Visitors Authority

28 Day Motel Statistics - Year To Date

July - September 2026

	Actual	Budget	Increase (Decrease) $	Increase (Decrease) %	Prior Year	Increase (Decrease) $	Increase (Decrease) %
Occupied Rooms							
Cash	13,293	14,511	(1,218)	(8.4%)	14,604	(1,311)	(9.0%)
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	143,455	133,881	9,574	7.2%	133,881	9,574	7.2%
Total Occupied Rooms	**156,748**	**148,392**	**8,357**	**5.6%**	**148,485**	**8,263**	**5.6%**
Vacant	37,759	59,547	(21,788)	(36.6%)	45,643	(7,884)	(17.3%)
Total Available Rooms	194,507	207,938	(13,431)	(6.5%)	194,128	379	0.2%
Percentage of Occupancy							
Cash	6.8%	7.0%	(0.2)	(2.9%)	7.5%	(0.7)	(9.3%)
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	73.8%	64.4%	9.4	14.6%	69.0%	4.8	7.0%
Total Occupancy Percentage	**80.6%**	**71.4%**	**9.2**	**12.9%**	**76.5%**	**4.1**	**5.4%**
Vacant	19.4%	28.6%	(9.2)	(32.2%)	23.5%	(4.1)	(17.4%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	**$733,416**	**$691,068**	**$42,348**	**6.1%**	**$695,281**	**$38,135**	**5.5%**
Comp	$0	$0	$0	0.0%	$0	$0	0.0%
28 Day	$4,765,920	$4,368,944	$396,976	9.1%	$4,369,450	$396,470	9.1%
Total Revenue	$5,499,336	$5,060,012	$439,324	8.7%	$5,064,731	$434,605	8.6%
Average Rates							
Cash	**$55.17**	**$47.63**	**$7.54**	**15.8%**	**$47.61**	**$7.56**	**15.9%**
Comp	$0.00	$0.00	$0.00	0.0%	$0.00	$0.00	0.0%
28 Day	$33.22	$32.63	$0.59	1.8%	$32.64	$0.58	1.8%

Reno-Sparks Convention and Visitors Authority

RV Park Statistics - Year To Date

July - September 2026

	Actual	Budget	Increase (Decrease) $	Increase (Decrease) %	Prior Year	Increase (Decrease) $	Increase (Decrease) %
Occupied Rooms							
Cash	27,886	29,743	(1,857)	(6.2%)	29,743	(1,857)	(6.2%)
Comp	59	15	44	293.3%	430	(371)	(86.3%)
28 Day	55,003	65,593	(10,590)	(16.1%)	65,593	(10,590)	(16.1%)
Total Occupied Rooms	**82,948**	**95,351**	**(12,403)**	**(13.0%)**	**95,766**	**(12,818)**	**(13.4%)**
Vacant	31,812	21,029	10,783	51.3%	32,644	(832)	(2.5%)
Total Available Rooms	114,760	116,380	(1,620)	(1.4%)	128,410	(13,650)	(10.6%)
Percentage of Occupancy							
Cash	24.3%	25.6%	(1.3)	(5.1%)	23.2%	1.1	4.7%
Comp	0.1%	0.0%	0.1	100.0%	0.3%	(0.2)	(66.7%)
28 Day	47.9%	56.4%	(8.5)	(15.1%)	51.1%	(3.2)	(6.3%)
Total Occupancy Percentage	**72.3%**	**81.9%**	**(9.6)**	**(11.7%)**	**74.6%**	**(2.3)**	**(3.1%)**
Vacant	27.7%	18.1%	9.6	53.0%	25.4%	2.3	9.1%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	**$1,666,648**	**$1,929,534**	**($262,886)**	**(13.6%)**	**$1,929,590**	**($262,942)**	**(13.6%)**
Comp	$6,395	$1,125	$5,270	468.4%	$36,777	($30,382)	(82.6%)
28 Day	$2,126,532	$1,858,363	$268,170	14.4%	$1,858,382	$268,150	14.4%
Total Revenue	$3,799,575	$3,789,021	$10,554	0.3%	$3,824,749	($25,174)	(0.7%)
Average Rates							
Cash	**$59.77**	**$64.87**	**($5.10)**	**(7.9%)**	**$64.88**	**($5.11)**	**(7.9%)**
Comp	$108.39	$75.00	$33.39	44.5%	$85.53	$22.86	26.7%
28 Day	$38.66	$28.33	$10.33	36.5%	$28.33	$10.33	36.5%

Reno-Sparks Convention and Visitors Authority

Vacation Rental Statistics - Year To Date

July - September 2026

	Actual	Budget	Increase (Decrease) $	Increase (Decrease) %	Prior Year	Increase (Decrease) $	Increase (Decrease) %
Occupied Rooms							
Cash	66,199	58,251	7,948	13.6%	57,446	8,753	15.2%
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	30,586	26,332	4,254	16.2%	26,332	4,254	16.2%
Total Occupied Rooms	**96,785**	**84,583**	**12,202**	**14.4%**	**83,778**	**13,007**	**15.5%**
Vacant	29,854	17,721	12,133	68.5%	28,519	1,335	4.7%
Total Available Rooms	126,639	102,304	24,335	23.8%	112,297	14,342	12.8%
Percentage of Occupancy							
Cash	52.3%	56.9%	(4.6)	(8.1%)	51.2%	1.1	2.1%
Comp	0.0%	0.0%	-	0.0%	0.0%	-	0.0%
28 Day	24.2%	25.7%	(1.5)	(5.8%)	23.4%	0.8	3.4%
Total Occupancy Percentage	**76.4%**	**82.7%**	**(6.3)**	**(7.6%)**	**74.6%**	**1.8**	**2.4%**
Vacant	23.6%	17.3%	6.3	36.4%	25.4%	(1.8)	(7.1%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	**$16,953,048**	**$14,634,297**	**$2,318,751**	**15.8%**	**$14,086,950**	**$2,866,098**	**20.3%**
Comp	$0	$0	$0	0.0%	$0	$0	0.0%
28 Day	$3,919,978	$2,790,355	$1,129,623	40.5%	$2,790,319	$1,129,659	40.5%
Total Revenue	$20,873,026	$17,424,652	$3,448,374	19.8%	$16,877,269	$3,995,757	23.7%
Average Rates							
Cash	**$256.09**	**$251.23**	**$4.86**	**1.9%**	**$245.22**	**$10.87**	**4.4%**
Comp	$0.00	$0.00	$0.00	0.0%	$0.00	$0.00	0.0%
28 Day	$128.16	$105.97	$22.19	20.9%	$105.97	$22.19	20.9%

Reno-Sparks Convention and Visitors Authority

Timeshare Statistics - Year To Date

July - September 2026

	Actual	Budget	Increase (Decrease) $	Increase (Decrease) %	Prior Year	Increase (Decrease) $	Increase (Decrease) %
Occupied Rooms							
Cash	7,336	7,828	(492)	(6.3%)	7,424	(88)	(1.2%)
Comp	-	-	-	0.0%	-	-	0.0%
28 Day	-	-	-	0.0%	-	-	0.0%
Total Occupied Rooms	**7,336**	**7,828**	**(492)**	**(6.3%)**	**7,424**	**(88)**	**(1.2%)**
Vacant	21,246	11,944	9,302	77.9%	25,236	(3,990)	(15.8%)
Total Available Rooms	28,582	19,772	8,810	44.6%	32,660	(4,078)	(12.5%)
Percentage of Occupancy							
Cash	25.7%	39.6%	(13.9)	(35.1%)	22.7%	3.0	13.2%
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	**25.7%**	**39.6%**	**(13.9)**	**(35.1%)**	**22.7%**	**3.0**	**13.2%**
Vacant	74.3%	60.4%	13.9	23.0%	77.3%	(3.0)	(3.9%)
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	**$781,331**	**$591,667**	**$189,664**	**32.1%**	**$515,914**	**$265,417**	**51.4%**
Comp	$0	$0	$0	0.0%	$0	$0	0.0%
28 Day	$0	$0	$0	0.0%	$0	$0	0.0%
Total Revenue	$781,331	$591,667	$189,664	32.1%	$515,914	$265,417	51.4%
Average Rates							
Cash	**$106.51**	**$75.58**	**$30.93**	**40.9%**	**$69.49**	**$37.02**	**53.3%**
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 - September 2026

	Actual	Budget	Increase (Decrease) $	Increase (Decrease) %	Prior Year	Increase (Decrease) $	Increase (Decrease) %
Occupied Rooms							
Cash	2,876	3,194	(318)	(10.0%)	3,127	(251)	(8.0%)
Comp	23	-	23	100.0%	-	23	100.0%
28 Day	477	1,000	(523)	(52.3%)	1,000	(523)	(52.3%)
Total Occupied Rooms	**3,376**	**4,194**	**(818)**	**(19.5%)**	**4,127**	**(751)**	**(18.2%)**
Vacant	19,507	22,302	(2,795)	(12.5%)	19,661	(154)	(0.8%)
Total Available Rooms	22,883	26,496	(3,613)	(13.6%)	23,788	(905)	(3.8%)
Percentage of Occupancy							
Cash	12.6%	12.1%	0.5	4.1%	13.1%	(0.5)	(3.8%)
Comp	0.1%	0.0%	0.1	100.0%	0.0%	0.1	100.0%
28 Day	2.1%	3.8%	(1.7)	(44.7%)	4.2%	(2.1)	(50.0%)
Total Occupancy Percentage	**14.8%**	**15.8%**	**(1.0)**	**(6.3%)**	**17.3%**	**(2.5)**	**(14.5%)**
Vacant	85.2%	84.2%	1.0	1.2%	82.7%	2.5	3.0%
Total (must equal 100.0%)	100.0%	100.0%	-	0.0%	100.0%	-	0.0%
Revenue							
Cash - Taxable	**$1,091,440**	**$1,128,568**	**($37,128)**	**(3.3%)**	**$1,111,691**	**($20,251)**	**(1.8%)**
Comp	$10,952	$0	$10,952	100.0%	$0	$10,952	100.0%
28 Day	$53,037	$122,860	($69,823)	(56.8%)	$122,860	($69,823)	(56.8%)
Total Revenue	$1,155,429	$1,251,428	($95,999)	(7.7%)	$1,234,551	($79,122)	(6.4%)
Average Rates							
Cash	**$379.50**	**$353.34**	**$26.16**	**7.4%**	**$355.51**	**$23.99**	**6.7%**
Comp	$476.17	$0.00	$476.17	100.0%	$0.00	$476.17	100.0%
28 Day	$111.19	$122.86	($11.67)	(9.5%)	$122.86	($11.67)	(9.5%)

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

	2026 September	2025 September	Increase (Decrease) $	Increase (Decrease) %	Year to Date July-September 2026	Prior Year July-September 2025	Increase (Decrease) $	Increase (Decrease) %
Reno B	$ 25,159,061	$ 22,582,597	$ 2,576,464	11.4%	$ 80,198,333	$ 72,247,146	$ 7,951,187	11.0%
Reno D	$ 9,672,381	$ 7,660,650	$ 2,011,732	26.3%	$ 31,940,944	$ 29,533,584	$ 2,407,360	8.2%
Reno E	$ 1,659,992	$ 1,280,898	$ 379,094	29.6%	$ 5,743,574	$ 4,670,541	$ 1,073,034	23.0%
Total Reno	**$ 36,491,434**	**$ 31,524,145**	**$ 4,967,290**	**15.8%**	**$ 117,882,852**	**$ 106,451,271**	**$ 11,431,581**	**10.7%**
Washoe A	$ 247,013	$ 300,434	$ (53,422)	-17.8%	$ 655,555	$ 892,114	$ (236,559)	-26.5%
Washoe B	$ 5,768,607	$ 5,314,135	$ 454,472	8.6%	$ 22,173,808	$ 19,008,322	$ 3,165,486	16.7%
Total Washoe County	**$ 6,015,619**	**$ 5,614,569**	**$ 401,050**	**7.1%**	**$ 22,829,363**	**$ 19,900,435**	**$ 2,928,927**	**14.7%**
Sparks	**$ 6,706,179**	**$ 4,828,082**	**$ 1,878,097**	**38.9%**	**$ 21,417,191**	**$ 17,662,295**	**$ 3,754,896**	**21.3%**
Total Taxable Revenue	**$ 49,213,230**	**$ 41,966,796**	**$ 7,246,434**	**17.3%**	**$ 162,129,405**	**$ 144,014,001**	**$ 18,115,404**	**12.6%**

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
Taxable Occupied Rooms by District
September 2026

	2026 September	2025 September	Increase (Decrease) #	Increase (Decrease) %	Year to Date July-September 2026	Prior Year July-September 2025	Increase (Decrease) #	Increase (Decrease) %
Reno B	161,761	152,063	9,698	6.4%	498,381	471,386	26,995	5.7%
Reno D	67,583	60,063	7,520	12.5%	228,408	213,917	14,491	6.8%
Reno E	11,194	9,504	1,690	17.8%	37,214	32,543	4,671	14.4%
Total Reno	**240,538**	**221,630**	**18,908**	**8.5%**	**764,003**	**717,846**	**46,157**	**6.4%**
Washoe A	2,425	2,509	(84)	(3.3%)	7,197	7,683	(486)	(6.3%)
Washoe B	17,253	17,012	241	1.4%	58,960	54,918	4,042	7.4%
Total Washoe County	**19,678**	**19,521**	**157**	**0.8%**	**66,157**	**62,601**	**3,556**	**5.7%**
Sparks	**53,680**	**44,710**	**8,970**	**20.1%**	**172,716**	**145,483**	**27,233**	**18.7%**
Total Taxable Rooms	**313,896**	**285,861**	**28,035**	**9.8%**	**1,002,876**	**925,930**	**76,946**	**8.3%**

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
September 2026

	2026 September	2025 September	Increase (Decrease) $	Increase (Decrease) %	Year to Date July-September 2026	Prior Year July-September 2025	Increase (Decrease) $	Increase (Decrease) %
Reno B	$ 155.53	$ 148.51	$ 7.02	4.7%	$ 160.92	$ 153.27	$ 7.65	5.0%
Reno D	$ 143.12	$ 127.54	$ 15.57	12.2%	$ 139.84	$ 138.06	$ 1.78	1.3%
Reno E	$ 148.29	$ 134.77	$ 13.52	10.0%	$ 154.34	$ 143.52	$ 10.82	7.5%
Total Reno	**$ 151.71**	**$ 142.24**	**$ 9.47**	**6.7%**	**$ 154.30**	**$ 148.29**	**$ 6.00**	**4.0%**
Washoe A	$ 101.86	$ 119.74	$ (17.88)	-14.9%	$ 91.09	$ 116.12	$ (25.03)	-21.6%
Washoe B	$ 334.35	$ 312.38	$ 21.98	7.0%	$ 376.08	$ 346.12	$ 29.96	8.7%
Total Washoe County	**$ 305.70**	**$ 287.62**	**$ 18.09**	**6.3%**	**$ 345.08**	**$ 317.89**	**$ 27.19**	**8.6%**
Sparks	**$ 124.93**	**$ 107.99**	**$ 16.94**	**15.7%**	**$ 124.00**	**$ 121.40**	**$ 2.60**	**2.1%**
Total Average Daily Rate	**$ 156.78**	**$ 146.81**	**$ 9.97**	**6.8%**	**$ 161.66**	**$ 155.53**	**$ 6.13**	**3.9%**

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