

October 23, 2017

RenoTahoe

RSCVA UPDATE

Sparks City Council

VisitRenoTahoe.com

RSCVA Mission

The mission of the Reno-Sparks Convention and Visitors Authority is to attract visitors to Reno, Sparks and North Lake Tahoe via tourism marketing, convention sales and the promotion of special events and attractions.



Hotels: Average Daily Rate (ADR)

FY 2016-2017	\$101.75
FY 2015-2016	\$95.09
FY 2014-2015	\$88.76



Hotels: Taxable Revenue

FY 2016-2017	\$306M
FY 2015-2016	\$284M
FY 2014-2015	\$241M



Hotels: Cash Occupied Room Nights

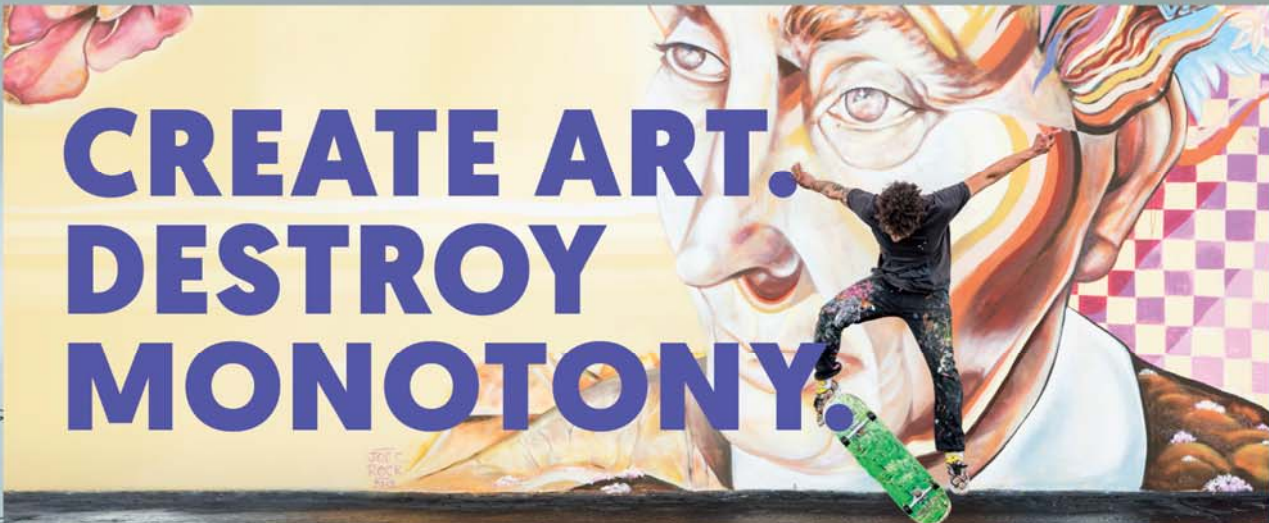
FY 2016-2017	3.01M
FY 2015-2016	2.98M
FY 2014-2015	2.71M



Primary objectives

- Visitation/destination awareness
- Direct room night growth
- Facility efficiency
- Organizational stability





**CREATE ART.
DESTROY
MONOTONY.**

**Reno
Tahoe™**
VisitRenoTahoe.com



**FALL IN.
NOTHING
LESS.**

**Reno
Tahoe**

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The billboard is mounted on a dark wooden wall. The left side features a photograph of a skier in mid-air against a blue sky, with a scenic view of a lake and snow-capped mountains in the background. The right side has a solid teal background with the text 'Reno Tahoe' and the website URL.



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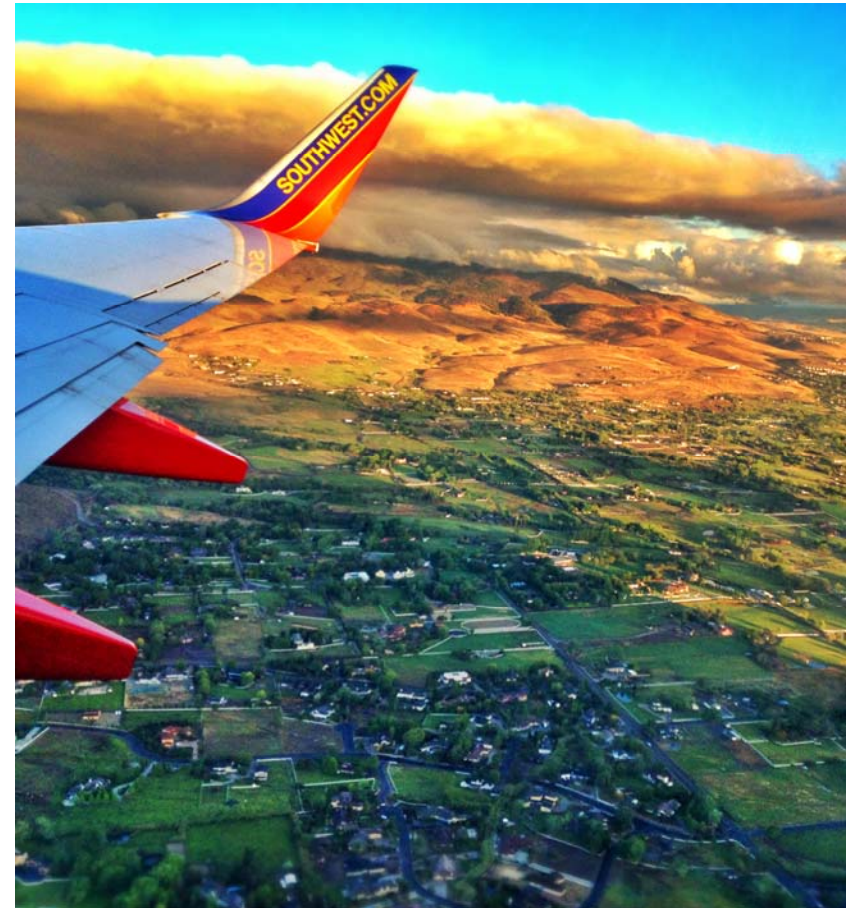
Growth in Destination Visitation

Regional Air Service Corporation (RASC)

- Public and Private Partnership
- Marketing Funds to Increase Service to Reno-Tahoe International Airport
- RSCVA Annual Contribution up to \$250,000

RSCVA Air Service Fund

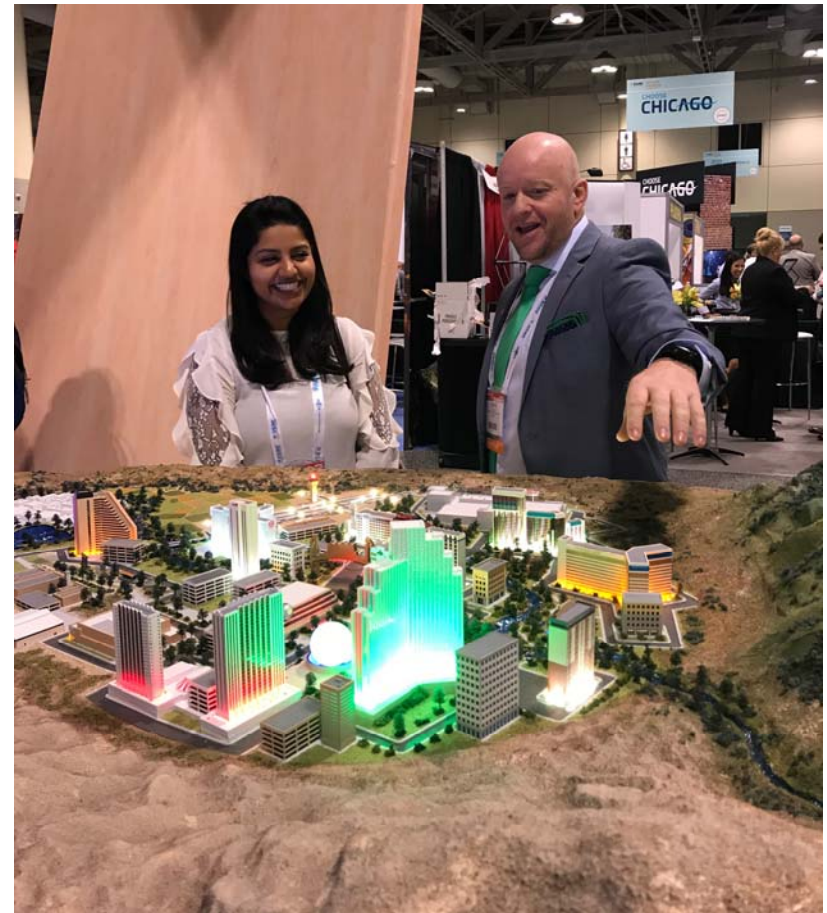
- Up to \$1.5M to Grow Air Service



Hotels: Cash Occupied Room Nights

Increased Sales Representation in Regional Offices

- Washington, D.C.
- Atlanta, GA
- Denver, CO
- Portland, OR
- Sacramento, CA
- San Diego, CA



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Growth in Destination Visitation

Enhanced Domestic Tourism Efforts

- Hired Art Jimenez as Executive Director of Tourism Sales
Former Sr. Director Of Leisure Sales at LVCVA

Preparing for Chinese Travelers

- 49,000 Seats to the Western U.S Per Week



Reno-Sparks Convention Center

- Remodel
- Wi-Fi Upgrade
- Expansion?



National Bowling Stadium

- Remodel scheduled for 2019
- Funding from Room Surcharge



Reno Events Center

- Concert/Special Event Venue
- Undergoing Extensive Mechanical Maintenance



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Reno-Sparks Livestock Events Center





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