

2025 IMPACT REPORT



WESTERN LIGHTS

ILLUMINATED ART FESTIVAL

LARGEST SINGLE DESTINATION EVENT IN RENO

Western Lights Illuminated Art Festival brought thousands of locals and visitors to downtown Reno for an inaugural celebration of light, art, and technology. Over three nights in February 2025, streets, plazas, and public spaces came alive with glowing installations, immersive performances, and interactive experiences designed to showcase Reno's creative energy and community spirit. The festival invited people of all ages to explore the city in a new way—supporting local businesses, connecting through shared wonder, and experiencing downtown Reno in a whole new light.



61,000

(PLUS THOUSANDS OF KIDDOS)

TOTAL ATTENDANCE
FEBRUARY 20-22, 2025

3

**NIGHTS OF
LIGHTS**



70+

**ARTISTS,
MUSICIANS &
PERFORMERS**



43

**PUBLIC ART
INSTALLATIONS**

53,766

**UNIQUE WEB
VISITORS**



25+

**BUSINESSES
BENEFITED**



12%

**BOOKED
A HOTEL**

2.6



MIL

(FACEBOOK & INSTAGRAM)

**VIEWS ON
SOCIAL MEDIA**

\$2.1



MIL

**ECONOMIC
IMPACT**



71%

**SHOPPED
OR DINED
DOWNTOWN**

72,986

HOMEPAGE VIEWS

Best festival idea for Reno in decades.

I loved it and can't wait for the next one!

Thank you for making this one of the coolest events we've seen in Reno.

I thought it was amazing. Western Lights was carefully thought out with families in mind. That's a win in my book. Loved the food trucks and hot cocoa.

I really enjoyed the diversity of music and how welcoming everyone was!

**WE LOOK FORWARD
TO GLOWING EVEN BRIGHTER NEXT YEAR**

[WESTERNLIGHTSFESTIVAL.COM](https://westernlightsfestival.com)

Source: Placer AI and Americans For The Arts