

RURAL NEVADA TRAVEL IMPACTS

Calendar Year **2008 & 2007**
Nevada Commission on Tourism

CALENDAR YEAR		2008 ^p	2007
1_	What is the total overall travel spending in Rural Nevada?	\$2,567 million	\$2,646 million
2_	What is the number of jobs attributed to the travel industry in Rural Nevada?	32,270	32,480
3_	What percentage is this compared to all state travel employment?	7%	7%
4_	What is the amount of earnings attributable to the travel industry in Rural Nevada?	\$974 million	\$969 million
5_	What is the direct gross domestic product (GDP) of the Rural Nevada travel industry?	\$878 million	\$873 million
6_	What is the direct visitor spending by commodity purchased in Rural Nevada?		
	Gaming	\$767 million	\$795 million
	Lodging	\$201 million	\$211 million
	Food and Beverages	\$168 million	\$173 million
	Ground Transportation and Motor Fuel	\$165 million	\$153 million
	Entertainment	\$70 million	\$76 million
	Retail Sales	\$70 million	\$75 million
	Outdoor Recreation	\$21 million	\$23 million
	Other Recreation	\$18 million	\$19 million
	Food Stores	\$16 million	\$15 million
	Air Transportation (visitor only)	\$1 million	\$2 million
	Total Direct Visitor Spending in Rural Nevada	\$1,498 million	\$1,542 million

Last Updated: July - 09

Rural Nevada is all counties in Nevada not including Clark and Washoe Counties.

Compiled by the Nevada Commission on Tourism, Research Department Ph: (775) 687-4322

Source: Dean Runyan Associates & Bureau of Economic Analysis

Q1, 2, 3 & 4 refer to Total (Direct & Secondary Impacts).

Q5 & 6 refer to Direct impacts only.

Direct impacts refer to the spending and related impacts made directly by visitors at businesses throughout the state.

Total impacts also include the additional or secondary spending of the businesses and employees that receive these direct visitor expenditures.