



NEVADA
COMMISSION
ON TOURISM

Fourth Quarter 2008 VOLUME XVI

A Digest of Statistical Information on the Nevada Tourism Industry

NUMBER OF VISITORS TO NEVADA			
MONTH	2007		PERCENT
	2007	2008	
January	4,361,312	4,105,000	-5.9%
February	4,175,696	4,185,000	0.2%
March	4,910,243	4,619,041	-6.1%
April	4,547,530	4,408,812	-3.1%
May	4,616,031	4,585,859	-0.7%
June	4,669,235	4,438,632	-5.0%
July	4,951,404	4,642,005	-6.2%
August	4,855,796	4,681,991	-3.5%
September	4,582,332	4,063,495	-11.3%
TOTAL	54,555,992	52,683,509	-3.5%
BY COUNTY			
County	2007		PERCENT
	2007	2008	
Vegas	10,000,315	9,270,124	-7.3%
Lin	785,530	785,251	-0.04%
ite	335,323	319,630	-4.7%
nty	1,424,350	1,294,446	-9.1%
nties	1,783,000	1,668,000	-6.4%
TOTAL	14,389,533	13,387,491	-7.0%

Discover *the* Facts

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Nevada Commission on Tourism

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A Quarterly Report Published by:

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NEVADA
COMMISSION
ON TOURISM

This publication is updated quarterly to reflect revisions to current and prior year's monthly data.

Visitor Volume

The number of visitors to Nevada.

MONTH	2007	2008	PERCENT CHANGE
January	4,361,312	4,105,000	(5.9%)
February	4,175,696	4,185,013	0.2%
March	4,910,243	4,619,041	(5.9%)
April	4,547,530	4,408,812	(3.1%)
May	4,616,031	4,585,859	(0.7%)
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July	4,951,404	4,642,005	(6.2%)
August	4,855,796	4,681,991	(3.6%)
September	4,582,332	4,063,495	(11.3%)
October	4,738,917	4,245,081	(10.4%)
November	4,223,959	3,789,721	(10.3%)
December	4,214,784	3,825,600	(9.2%)
TOTAL	58,847,240	51,590,250	(5.9%)

Fourth Quarter 2008 Area Highlights

AREA	2007	2008	PERCENT CHANGE
Clark County:			
Las Vegas	9,589,885	8,600,600	(10.3%)
Laughlin	683,974	607,680	(11.2%)
Mesquite	404,255	314,279	(22.3%)
Washoe County	1,157,546	1,031,843	(10.9%)
All other counties	1,342,000	1,306,000	(2.7%)
TOTAL (State)	13,177,660	11,860,402	(10.0%)

Information contained throughout this publication is updated quarterly to reflect revisions to current and prior year's monthly data.

Convention Attendance

The number of delegates attending conventions in Nevada.

MONTH	2007	2008	PERCENT CHANGE
January	851,031	738,844	(13.2%)
February	980,861	937,122	(4.5%)
March	766,204	675,238	(11.9%)
April	592,754	609,953	2.9%
May	607,687	610,639	0.5%
June	508,926	517,309	1.6%
July	311,473	300,269	(3.6%)
August	778,561	601,886	(22.7%)
September	448,544	395,032	(11.9%)
October	465,114	419,987	(9.7%)
November	670,701	535,927	(20.1%)
December	167,922	137,075	(18.4%)
TOTAL	7,149,778	6,479,281	(9.4%)

Fourth Quarter 2008 Area Highlights

AREA	2007	2008	PERCENT CHANGE
Clark County:			
Las Vegas	1,120,744	1,008,262	(10.0%)
Laughlin	39,607	32,398	(18.2%)
Washoe County	44,231	28,641	(35.2%)
All other counties	99,155	23,688 *	(76.1%)
TOTAL (State)	1,303,737	1,092,989	(16.2%)

*All other counties does not contain data for Carson City.

Occupancy Level

A percentage based on room nights occupied and total room nights available.

MONTH	2007	2008	NET CHANGE
January	79.8%	78.4%	(1.4)
February	85.6%	83.3%	(2.3)
March	89.5%	85.8%	(3.7)
April	88.4%	84.3%	(4.1)
May	87.1%	83.9%	(3.2)
June	87.9%	84.1%	(3.8)
July	87.5%	82.9%	(4.6)
August	86.9%	84.5%	(2.4)
September	86.9%	79.8%	(7.1)
October	86.7%	79.0%	(7.7)
November	80.7%	73.1%	(7.6)
December	75.4%	67.2%	(8.2)
MONTHLY AVG	85.2%	80.5%	(4.7)

Fourth Quarter 2008 Area Highlights

AREA	2007	2008	NET CHANGE
Clark County:			
Las Vegas	87.4%	78.7%	(8.7)
Laughlin	63.1%	58.4%	(4.7)
Mesquite	83.8%	72.8%	(11.0)
Lake Tahoe*	63.2%	60.6%	(2.6)
Washoe County	63.9%	55.6%	(8.3)
All other counties	52.0%	49.9%	(2.1)
QUARTER AVG (State)	80.9%	73.1%	(7.8)

The occupancy levels of Las Vegas, Laughlin, Mesquite, Washoe County and Lake Tahoe are reported by destination marketing organizations. The rural level is based on a survey sample of all other hotel/motel properties throughout the state. All rates are weighted based on total room nights available and room nights occupied (excluding monthly rentals).

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Room Nights Occupied

The number of room nights occupied.

MONTH	2007	2008	PERCENT CHANGE
January	4,396,719	4,342,228	(1.2%)
February	4,270,204	4,367,394	2.3%
March	4,938,291	4,851,780	(1.8%)
April	4,717,228	4,605,092	(2.4%)
May	4,802,607	4,740,854	(1.3%)
June	4,705,157	4,602,094	(2.2%)
July	4,848,022	4,692,650	(3.2%)
August	4,804,421	4,787,641	(0.3%)
September	4,656,064	4,400,439	(5.5%)
October	4,798,747	4,493,048	(6.4%)
November	4,325,654	4,029,671	(6.8%)
December	4,176,528	3,869,409	(7.4%)
TOTAL	55,439,642	53,782,300	(3.0%)

Fourth Quarter 2008 Area Highlights

AREA	2007	2008	PERCENT CHANGE
Clark County:			
Las Vegas	10,735,700	10,045,308	(6.4%)
Laughlin	621,373	572,996	(7.8%)
Mesquite	208,059	164,780	(20.8%)
Lake Tahoe*	134,894	131,259	(2.7%)
Washoe County	1,014,908	913,481	(10.0%)
All other counties	585,995	564,304	(3.7%)
TOTAL (State)	13,300,929	12,392,128	(6.8%)

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Room Inventory

The number of hotel/motel rooms in Nevada.

MONTH	2007	2008	PERCENT CHANGE
January	177,834	178,551	0.4%
February	178,082	180,897	1.6%
March	177,889	182,338	2.5%
April	177,823	182,145	2.4%
May	177,887	182,198	2.4%
June	178,422	182,462	2.3%
July	178,716	182,502	2.1%
August	178,341	182,840	2.5%
September	178,542	183,769	2.9%
October	178,607	183,401	2.7%
November	178,712	183,821	2.9%
December	178,656	185,826	4.0%
END OF PERIOD	178,656	185,826	4.0%

Fourth Quarter 2008 Area Highlights

AREA	2007	2008	PERCENT CHANGE
Clark County:			
Las Vegas	132,947	140,529	5.7%
Laughlin	10,696	10,655	(0.4%)
Mesquite	2,729	1,981	(27.4%)
Lake Tahoe*	2,350	2,352	0.1%
Washoe County	17,683	18,010	1.8%
All other counties	12,251	12,299	0.4%
END OF PERIOD (State)	178,656	185,826	4.0%

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of December 31, 2008.

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Room Tax Collections

Dollars shown represent 3/8 of 1 percent, the amount allocated to the state to promote tourism.

MONTH	2007	2008	PERCENT CHANGE
January	\$ 1,479,144	\$ 1,414,481	(4.4%)
February	1,167,145	1,218,220	4.4%
March	1,536,132	1,614,064	5.1%
April	1,524,091	1,568,777	2.9%
May	1,986,120	1,807,519	(9.0%)
June	1,669,650	1,729,435	3.6%
July	1,739,775	1,712,202	(1.6%)
August	1,525,089	1,422,552	(6.7%)
September	1,536,927	1,315,500	(14.4%)
October	1,489,857	1,455,776	(2.3%)
November	1,647,801	1,651,249	0.2%
December	1,784,532	1,310,571	(26.6%)
TOTAL	\$ 19,086,263	\$ 18,220,347	(4.5%)

Fourth Quarter 2008 Area Highlights

AREA	2007	2008	PERCENT CHANGE
Clark County	\$ 4,359,193	\$3,910,436	(10.3%)
Washoe County	351,602	304,292	(13.5%)
Douglas County*	75,010	82,261	9.7%
Elko County	57,639	51,458	(10.7%)
Carson City	17,674	15,990	(9.5%)
All other counties	61,071	53,159	(13.0%)
TOTAL (State)	\$ 4,922,189	\$ 4,417,596	(10.3%)

Note: The remaining 5/8 of 1 percent remains with the county in which it was collected.

*References to Douglas County in this report include the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Gross Gaming Revenue

Statewide gaming revenue (win) is rounded to the nearest thousand and includes credit play.

MONTH	2007	2008	PERCENT CHANGE
January	\$ 1,117,141,000	\$ 1,064,090,000	(4.7%)
February	1,056,373,000	1,014,824,000	(3.9%)
March	1,054,779,000	1,038,751,000	(1.5%)
April	1,053,250,000	1,000,113,000	(5.0%)
May	1,143,446,000	969,944,000	(15.2%)
June	959,985,000	949,317,000	(1.1%)
July	1,145,966,000	997,344,000	(13.0%)
August	1,016,480,000	934,120,000	(8.1%)
September	1,058,687,000	1,001,073,000	(5.4%)
October	1,165,187,000	904,960,000	(23.3%)
November	982,108,000	836,787,000	(14.8%)
December	1,095,422,000	887,998,000	(18.9%)
TOTAL	\$ 12,848,824,000	\$ 11,599,321,000	(9.7%)

Fourth Quarter 2008 Area Highlights

AREA	2007	2008	PERCENT CHANGE
Clark County:	\$ 2,775,926,000	\$ 2,231,873,000	(19.6%)
Strip	1,778,170,000	1,386,922,000	(22.0%)
Downtown	159,004,000	137,685,000	(13.4%)
Laughlin	150,345,000	124,897,000	(16.9%)
Mesquite	40,934,000	33,374,000	(18.5%)
County balance	647,473,000	548,995,000	(15.2%)
Washoe County	246,919,000	206,204,000	(16.5%)
Lake Tahoe*	74,438,000	59,808,000	(19.7%)
Elko County	72,810,000	65,379,000	(10.2%)
Carson Valley Area	28,242,000	25,829,000	(8.5%)
All other counties	44,382,000	40,652,000	(8.4%)
TOTAL (State)	\$ 3,242,717,000	\$ 2,629,745,000	(18.9%)

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Airport Volume

The number of passengers arriving and departing from Nevada's airports.

MONTH	2007	2008	PERCENT CHANGE
January	4,107,566	4,003,239	(2.5%)
February	3,894,751	4,025,903	3.4%
March	4,721,481	4,603,795	(2.5%)
April	4,445,882	4,181,648	(5.9%)
May	4,659,111	4,404,776	(5.5%)
June	4,674,175	4,328,053	(7.4%)
July	4,802,028	4,374,602	(8.9%)
August	4,822,538	4,329,001	(10.2%)
September	4,341,997	3,756,335	(13.5%)
October	4,535,035	3,930,551	(13.3%)
November	4,216,181	3,549,888	(15.8%)
December	4,087,905	3,495,329	(14.5%)
TOTAL	53,308,650	48,983,120	(8.1%)

Fourth Quarter 2008 Area Highlights

AREA	2007	2008	PERCENT CHANGE
McCarran Int. (Las Vegas)	11,558,081	9,957,795	(13.8%)
Reno/Tahoe Int.	1,150,536	920,173	(20.0%)
North Las Vegas	45,710	23,384	(48.8%)
Laughlin/Bullhead Int.	58,962	56,459	(4.2%)
Elko Airport	13,656	11,269	(17.5%)
Henderson Exec. Airport	12,176	6,688	(45.1%)
TOTAL (State)	12,839,121	10,975,768	(14.5%)

Passenger counts may or may not include commercial, charter, and scenic tour airline traffic as well as local passengers.

Vehicle Traffic Counts

The number of vehicles entering Nevada by way of interstate, U.S. and state highways.

MONTH	2007	2008	PERCENT CHANGE
January	1,920,324 *	2,092,608	9.0%
February	1,844,965 *	2,138,901	15.9%
March	2,073,797 *	2,488,722	20.0%
April	1,873,612 *	2,321,012	23.9%
May	2,714,662	2,565,340	(5.5%)
June	2,880,588	2,654,991	(7.8%)
July	3,032,027	2,491,537 ***	(17.8%)
August	2,836,524 **	2,521,778 ***	(11.1%)
September	2,408,292 **	2,059,826 ***	(14.5%)
October	2,234,783 **	2,302,912	3.0%
November	2,467,237	2,271,328	(7.9%)
December	2,447,990	2,297,157	(6.2%)
TOTAL	28,734,801	28,206,112	(1.8%)

Fourth Quarter 2008 Area Highlights

AREA	2007	2008	PERCENT CHANGE
I-15 at Primm/Jean	1,774,230	1,585,449	(10.6%)
I-15 at Mesquite	685,076 **	963,452	40.6%
I-80 at Verdi	1,268,616	1,175,613	(7.3%)
I-80 at Wells	241,910	222,409	(8.1%)
All other entry points	3,180,178	2,924,474	(8.0%)
TOTAL (State)	7,150,010	6,871,397	(3.9%)

Traffic counts include interstate, U.S. and state highways. Counts may or may not include local traffic.

*Due to road construction on Interstate 80 at Verdi, the traffic totals for January through April 2007 do not contain any data.

**Due to road construction on Interstate 15 at Mesquite, the traffic totals for August through October 2007 do not contain any data.

***Due to road construction on Interstate 80 at Verdi, the traffic totals for July through September 2008 do not contain any data.

Park Usage

The number of people visiting state and nearby national parks.

MONTH	2007	2008	PERCENT CHANGE
January	1,064,904	933,966	(12.3%)
February	1,146,961	1,123,478	(2.0%)
March	1,745,087	1,930,046	10.6%
April	2,250,617	2,202,589	(2.1%)
May	2,546,432	2,722,601	6.9%
June	3,111,730	3,101,741	(0.3%)
July	3,579,622	3,320,848	(7.2%)
August	3,400,303	3,402,689	0.1%
September	2,567,513	2,578,624	0.4%
October	2,118,732	2,036,800	(3.9%)
November	1,396,252	1,446,310	3.6%
December	1,100,358	1,040,123	(5.5%)
TOTAL	26,028,511	25,839,815	(0.7%)

Fourth Quarter 2008 Area Highlights

AREA	2007	2008	PERCENT CHANGE
Nevada State Parks	437,003	448,252	2.6%
Great Basin Nat. Park	9,293	8,957	(3.6%)
Lake Mead Nat. Rec. Area	1,423,356	1,579,193	10.9%
Hoover Dam Visitor Center	195,521	174,165	(10.9%)
Red Rock Canyon	221,447	227,053	2.5%
Grand Canyon Nat. Park	802,934	736,720	(8.2%)
Zion Nat. Park	454,925	448,981	(1.3%)
Bryce Canyon Nat. Park	241,654	180,641	(25.2%)
Death Valley Nat. Park	210,704	157,505	(25.2%)
Yosemite Nat. Park	618,505	561,766	(9.2%)
TOTAL (All Parks)	4,615,342	4,523,233	(2.0%)

Information Sources

CARSON CITY CONVENTION & VISITORS BUREAU

1900 South Carson St., Suite 100
Carson City, NV 89701
775-687-7410 • Fax: 775-687-7416
www.visitcarsoncity.com

CARSON VALLEY CHAMBER OF COMMERCE

1513 U.S. Hwy 395 North
Gardnerville, NV 89410
775-782-8144 • 800-727-7677
Fax: 775-782-1025 • www.carsonvalleynv.org

ELKO CONVENTION & VISITORS AUTHORITY

700 Moren Way, Elko, NV 89801
775-738-4091 • 800-248-3556
Fax: 775-738-2420 • www.elkocva.com

ELKO REGIONAL AIRPORT

975 Terminal Way, Elko, NV 89801
775-777-7190 • Fax: 775-777-7193
www.elkocity.com

ELY BRISTLECONE CONVENTION CENTER

150 Sixth St., P.O. Box 958, Ely, NV 89301
775-289-3720 • 800-490-9350
Fax: 775-289-6757 • www.elynevada.net

FALLON CONVENTION CENTER

100 Campus Way, Fallon, NV 89406
775-423-4556 • 800-874-0903
Fax: 775-423-8926 • www.fallontourism.com

HAWTHORNE CONVENTION CENTER

932 E St., P.O. Box 2281
Hawthorne, NV 89415
775-945-5854 • Fax: 775-945-3826
www.mineralcountychamber.com

HENDERSON CONVENTION CENTER & VISITORS BUREAU

200 S. Water St., Henderson, NV 89015
702-565-2171 • Fax: 702-565-2177
www.visithenderson.com

LAKE TAHOE VISITORS AUTHORITY

1156 Ski Run Blvd., South Lake Tahoe, CA 96150
530-544-5050 • 800-AT-TAHOE
Fax: 530-544-2386 • www.bluelaketahoe.com

LAS VEGAS CONVENTION & VISITORS AUTHORITY

3150 Paradise Rd., Las Vegas, NV 89109-9096
702-892-0711 • 877-847-4858
Fax: 702-892-2824 • www.VisitLasVegas.com

MCCARRAN INTERNATIONAL AIRPORT

P.O. Box 11005, Las Vegas, NV 89111-1005
702-261-5211 • 800-261-5704
Fax: 702-597-9553 • www.mccarran.com

NATIONAL PARK SERVICE

1849 C Street NW, Washington, D.C. 20240
202-208-6843 • www.nps.gov/grba

NEVADA DEPARTMENT OF TRANSPORTATION

1263 S. Stewart St., Carson City, NV 89712
775-888-7000 • Fax: 775-888-7201
www.nevadadot.com

NEVADA DIVISION OF STATE PARKS

1300 S. Curry St., Carson City, NV 89703
775-687-4384 • parks.nv.gov

NEVADA DEPARTMENT OF EMPLOYMENT TRAINING, AND REHABILITATION

1929 N. Carson St., Carson City, NV 89703
775-684-3909 • www.detr.state.nv.us/es/es_index.htm

NEVADA GAMING CONTROL BOARD

1919 E. College Pkwy., Carson City, NV 89706
775-687-6500 • gaming.nv.gov

PERSHING COUNTY COMMUNITY CENTER

820 Sixth St., P.O. Box 986, Lovelock, NV 89419
775-273-7144 • 888-273-3200
Fax: 775-273-7647 • www.zplace2b.com/pccof

RENO-SPARKS CONVENTION & VISITORS AUTHORITY

4590 S. Virginia St., Reno, NV 89504
775-827-RENO • 800-FOR-RENO
Fax: 775-827-7746 • www.visitrenotahoe.com

RENO-TAHOE INTERNATIONAL AIRPORT

2006 E. Plumb Lane, Reno, NV 89502
P.O. Box 12490, Reno, NV 89510
775-328-6400 • www.renoairport.com

TAHOE-DOUGLAS CHAMBER OF COMMERCE

195 U.S. Hwy 50 at Roundhill, P.O. Box 7139
Stateline, NV 89449
775-588-4591 • Fax: 775-588-4598
tahoe.tahoechamber.org

TONOPAH CONVENTION CENTER

301 Brougner Ave., P.O. Box 408
Tonopah, NV 89049
775-482-3558 • Fax: 775-482-3932
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WENDOVER AREA CHAMBER OF COMMERCE & TOURISM

735 Wendover Blvd., P.O. Box 2468
Wendover, NV 89883
775-664-3414 • 800-426-6862
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WINNEMUCCA CONVENTION & VISITORS BUREAU

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Fax: 775-623-5087 • www.winnemucca.org

Nevada State Map

