



NEVADA
COMMISSION
ON TOURISM

Second Quarter 2009 VOLUME XVII

A Digest of Statistical Information on the Nevada Tourism Industry

NUMBER OF VISITORS TO NEVADA			
	2008		PERCENT
October	4,665,863	4,576,691	-1.9%
November	4,118,438	4,197,123	1.9%
December	4,124,411	4,179,846	1.3%
BY MONTH			
	2007		PERCENT
January	4,361,312	4,105,000	-5.6%
February	4,175,696	4,185,000	0.2%
March	4,910,243	4,819,041	-1.8%
April	4,547,530	4,619,041	1.6%
May	4,616,031	4,408,812	-4.8%
June	4,669,235	4,585,859	-1.9%
July	4,951,404	4,438,632	-11.2%
August	4,855,796	4,642,005	-4.7%
September	4,582,332	4,681,991	2.2%
TOTAL	54,516,992	53,789,900	-1.3%
BY COUNTY			
	2008		PERCENT
Clark County	13,000,300	9,500,000	-26.9%
Washoe County	786,531	85,251	-89.1%
Lincoln County	395,323	40,629	-89.7%
White Pine County	1,424,350	1,294,446	-9.1%
Other Counties	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

Visitor Volume

The number of visitors to Nevada.

MONTH	2007	2008	PERCENT CHANGE
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%)
MONTH	2008	2009	PERCENT CHANGE
January	4,223,420	3,687,795	(12.7%)
February	4,259,716	3,742,928	(12.1%)
March	4,706,919	4,303,630	(8.6%)
April	4,447,085	4,266,579	(4.1%)
May	4,612,261	4,292,937	(6.9%)
June	4,450,956	4,240,333	(4.7%)
TOTAL	54,267,550	49,782,095	(8.3%)

Second Quarter 2009 Area Highlights

AREA	2008	2009	PERCENT CHANGE
Clark County:			
Las Vegas	9,840,714	9,350,884	(5.0%)
Laughlin	745,547	673,573	(9.7%)
Mesquite	401,722	290,247	(27.7%)
Washoe County	1,160,319	1,147,145	(1.1%)
All other counties	1,362,000	1,338,000	(1.8%)
TOTAL (State)	13,510,302	12,799,849	(5.3%)

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
July	312,843	301,071	(3.8%)
August	779,241	604,226	(22.5%)
September	449,519	395,548	(12.0%)
October	466,337	445,645	(4.4%)
November	672,655	565,434	(15.9%)
December	170,294	159,868	(6.1%)

MONTH	2008	2009	PERCENT CHANGE
January	738,844	603,982	(18.3%)
February	937,122	621,498	(33.7%)
March	675,238	543,649	(19.5%)
April	610,674	520,226	(14.8%)
May	611,382	449,889	(26.4%)
June	517,908	456,393	(11.9%)
TOTAL	6,942,057	5,667,429	(18.4%)

Second Quarter 2009 Area Highlights

AREA	2008	2009	PERCENT CHANGE
Clark County:			
Las Vegas	1,485,842	1,112,046	(25.2%)
Laughlin	47,002	29,996	(36.2%)
Washoe County	87,325	173,886 *	99.1%
All other counties	119,795	110,580	(7.7%)
TOTAL (State)	1,739,964	1,426,508	(18.0%)

*USBC Women's Championships in April - June 2009.

Occupancy Level

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

MONTH	2007	2008	NET CHANGE
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)

MONTH	2008	2009	NET CHANGE
January	78.4%	67.4%	(11.0)
February	83.3%	77.5%	(5.8)
March	85.8%	79.7%	(6.1)
April	84.3%	82.0%	(2.3)
May	83.9%	79.7%	(4.2)
June	84.1%	78.9%	(5.2)
MONTHLY AVG	83.7%	77.6%	(6.1)

Second Quarter 2009 Area Highlights

AREA	2008	2009	NET CHANGE
Clark County:			
Las Vegas	89.6%	84.9%	(4.7)
Laughlin	72.1%	70.3%	(1.8)
Mesquite	85.1%	90.1% **	5.0
Lake Tahoe*	70.2%	68.8%	(1.4)
Washoe County	64.9%	64.6%	(0.3)
All other counties	63.1%	57.7%	(5.4)
QUARTER AVG (State)	84.1%	80.2%	(3.9)

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.

**The Oasis Casino & Resort closed on May 31, 2009.

Room Nights Occupied

The number of room nights occupied.

MONTH	2007	2008	PERCENT CHANGE
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%)

MONTH	2008	2009	PERCENT CHANGE
January	4,342,228	3,869,961	(10.9%)
February	4,367,394	4,019,470	(8.0%)
March	4,848,780	4,593,589	(5.3%)
April	4,605,092	4,552,386	(1.1%)
May	4,740,854	4,567,376	(3.7%)
June	4,602,094	4,398,793	(4.4%)
TOTAL	55,115,878	52,274,431	(5.2%)

Second Quarter 2009 Area Highlights

AREA	2008	2009	PERCENT CHANGE
Clark County:			
Las Vegas	11,141,373	10,875,886	(2.4%)
Laughlin	701,085	681,611	(2.8%)
Mesquite	210,627	151,395	(28.1%)
Lake Tahoe*	149,546	136,811	(8.5%)
Washoe County	1,042,212	1,027,614	(1.4%)
All other counties	703,197	645,237	(8.2%)
TOTAL (State)	13,948,040	13,518,554	(3.1%)

*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
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%

MONTH	2008	2009	PERCENT CHANGE
January	178,551	185,202	3.7%
February	180,897	185,183	2.4%
March	182,338	185,894	2.0%
April	182,145	184,990	1.6%
May	182,198	184,798	1.4%
June	182,462	185,802	1.8%
END OF PERIOD	182,462	185,802	1.8%

Second Quarter 2009 Area Highlights

AREA	2008	2009	PERCENT CHANGE
Clark County:			
Las Vegas	136,583	141,030	3.3%
Laughlin	10,657	10,655	0.0%
Mesquite	2,706	1,780 **	(34.2%)
Lake Tahoe*	2,357	2,294	(2.7%)
Washoe County	17,908	17,744	(0.9%)
All other counties	12,251	12,299	0.4%
END OF PERIOD (State)	182,462	185,802	1.8%

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of June 30, 2009.

*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.

**The Oasis Resort & Casino closed on May 31, 2009.

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
July	\$1,739,775	\$1,712,659	(1.6%)
August	1,525,089	1,422,977	(6.7%)
September	1,536,927	1,316,048	(14.4%)
October	1,489,857	1,456,221	(2.3%)
November	1,647,801	1,651,574	0.2%
December	1,784,532	1,310,665	(26.6%)
MONTH	2008	2009	PERCENT CHANGE
January	1,414,481	1,373,214	(2.9%)
February	1,218,220	961,714	(21.1%)
March	1,614,064	1,167,888	(27.6%)
April	1,568,777	1,162,460	(25.9%)
May	1,807,519	1,215,146	(32.8%)
June	1,729,435	1,237,296	(28.5%)
TOTAL	\$19,076,477	\$15,987,862	(16.2%)

Second Quarter 2009 Area Highlights

AREA	2008	2009	PERCENT CHANGE
Clark County	\$4,701,737	\$3,287,947	(30.1%)
Washoe County	245,208	191,238	(22.0%)
Douglas County*	60,317	46,740	(22.5%)
Elko County	40,026	36,079	(9.9%)
Carson City	11,551	10,264	(11.1%)
All other counties	46,892	42,635	(9.1%)
TOTAL (State)	\$5,105,730	\$3,614,902	(29.2%)

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
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	(22.3%)
November	982,108,000	836,787,000	(14.8%)
December	1,095,422,000	887,998,000	(18.9%)

MONTH	2008	2009	PERCENT CHANGE
January	1,064,120,000	908,574,000	(14.6%)
February	1,014,840,000	830,946,000	(18.1%)
March	1,038,807,000	918,243,000	(11.6%)
April	1,000,149,000	859,410,000	(14.1%)
May	970,004,000	889,093,000	(8.3%)
June	949,332,000	818,181,000	(13.8%)
TOTAL	\$12,501,102,000	\$10,786,729,000	(13.7%)

Second Quarter 2009 Area Highlights

AREA	2008	2009	PERCENT CHANGE
Clark County:	\$2,466,187,000	\$2,169,865,000	(12.0%)
Strip	1,524,002,000	1,336,736,000	(12.3%)
Downtown	149,422,000	134,128,000	(10.2%)
Laughlin	145,590,000	123,732,000	(15.0%)
Mesquite	37,242,000	30,288,000	(18.7%)
County balance	609,931,000	544,981,000	(10.6%)
Washoe County	237,048,000	211,914,000	(10.6%)
Lake Tahoe*	69,309,000	51,348,000	(25.9%)
Elko County	73,685,000	67,877,000	(7.9%)
Carson Valley Area	29,646,000	25,833,000	(12.9%)
All other counties	43,610,000	39,847,000	(8.6%)
TOTAL (State)	\$2,919,485,000	\$2,566,684,000	(12.1%)

*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.

Airport Volume

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

MONTH	2007	2008	PERCENT CHANGE
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%)

MONTH	2008	2009	PERCENT CHANGE
January	4,003,239	3,348,457	(16.4%)
February	4,025,903	3,371,335	(16.3%)
March	4,603,795	4,010,061	(12.9%)
April	4,181,648	3,904,420	(6.6%)
May	4,404,776	3,876,086	(12.0%)
June	4,328,053	3,810,767	(12.0%)
TOTAL	52,353,098	45,756,832	(12.6%)

Second Quarter 2009 Area Highlights

AREA	2008	2009	PERCENT CHANGE
McCarran Int. (Las Vegas)	11,662,044	10,534,455	(9.7%)
Reno/Tahoe Int.	1,128,354	965,150	(14.5%)
North Las Vegas	46,328	24,535	(47.0%)
Laughlin/Bullhead Int.	53,702	50,933	(5.2%)
Elko Airport	13,577	10,666	(21.4%)
Henderson Exec. Airport	10,472	5,534	(47.2%)
TOTAL (State)	12,914,477	11,591,273	(10.2%)

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
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%)
MONTH	2008	2009	PERCENT CHANGE
January	2,092,608	2,186,902	4.5%
February	2,138,901	1,979,079	(7.5%)
March	2,488,722	2,272,142	(8.7%)
April	2,321,012	2,383,447	2.7%
May	2,565,340	2,586,146	0.8%
June	2,654,991	2,674,694	0.7%
TOTAL	29,688,427	28,026,948	(5.6%)

Second Quarter 2009 Area Highlights

AREA	2008	2009	PERCENT CHANGE
I-15 at Primm/Jean	1,709,381	1,835,515	7.4%
I-15 at Mesquite	993,611	1,025,572	3.2%
I-80 at Verdi	1,280,765	1,284,194	0.3%
I-80 at Wells	259,598	257,214	(0.9%)
All other entry points	3,297,988	3,241,792	(1.7%)
TOTAL (State)	7,541,343	7,644,287	1.4%

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

*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
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%)

MONTH	2008	2009	PERCENT CHANGE
January	933,966	1,021,675	9.4%
February	1,123,572	1,027,440	(8.6%)
March	1,930,046	1,745,698	(9.6%)
April	2,202,589	2,148,092	(2.5%)
May	2,722,601	2,703,516	(0.7%)
June	3,101,741	3,072,150	(1.0%)
TOTAL	26,177,295	25,543,965	(2.4%)

Second Quarter 2009 Area Highlights

AREA	2008	2009	PERCENT CHANGE
Nevada State Parks	923,514	981,880	6.3%
Great Basin Nat. Park	22,021	26,030	18.2%
Lake Mead Nat. Rec. Area	2,509,888	2,450,196	(2.4%)
Hoover Dam Visitor Center	234,978	228,618	(2.7%)
Red Rock Canyon	225,000	- *	(100.0%)
Grand Canyon Nat. Park	1,385,060	1,382,155	(0.2%)
Zion Nat. Park	904,767	939,503	3.8%
Bryce Canyon Nat. Park	515,658	522,990	1.4%
Death Valley Nat. Park	232,719	235,474	1.2%
Yosemite Nat. Park	1,073,326	1,156,912	7.8%
TOTAL (All Parks)	8,026,931	7,923,758	(1.3%)

*Data for Red Rock Canyon was not available for April through June 2009.

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

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
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PERSHING COUNTY COMMUNITY CENTER

820 Sixth St., P.O. Box 986, Lovelock, NV 89419
775-273-7144 • 888-273-3200
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RENO-SPARKS CONVENTION & VISITORS AUTHORITY

4001 S. Virginia St., Suite G, Reno, NV 89504
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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

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TONOPAH CONVENTION CENTER

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WENDOVER AREA CHAMBER OF COMMERCE & TOURISM

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WINNEMUCCA CONVENTION & VISITORS BUREAU

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Nevada State Map

