



NEVADA
COMMISSION
ON TOURISM

Third Quarter 2009 VOLUME XVII

A Digest of Statistical Information on the Nevada Tourism Industry

NUMBER OF VISITORS TO NEVADA

	2008	2007	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%
TOTAL	45,500,992	45,683,405	-0.4%
	2007	2008	PERCENT
January	4,361,312	4,105,000	-5.9%
February	4,175,696	4,185,000	0.2%
March	4,910,243	4,819,041	-1.8%
April	4,547,530	4,408,812	-3.0%
May	4,616,031	4,585,859	-0.7%
June	4,669,235	4,438,632	-5.1%
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	-12.6%
TOTAL	45,683,405	45,500,992	-0.4%
County:	10,000,300	9,770,100	-2.3%
Vegas	7,865,530	8,352,251	6.4%
Lincoln	3,395,323	3,196,630	-5.9%
Washoe	1,424,350	1,294,446	-9.1%
Clark	1,783,000	1,668,000	-6.4%
Other Counties	14,389,533	13,387,491	-7.0%

Discover *the* Facts

Governor

Jim Gibbons

Lt. Governor • Chair

Brian K. Krolicki

Nevada Commission on Tourism

Commissioners

Ferenc Szony, Vice Chair

Eric Bello

Chuck Bowling

Cindy L. Carano

Blaise Carrig

Bruce Dewing

Lorraine Hunt-Bono

Ellen Oppenheim

Rossi Ralenkotter

Ryan Sheltra

Director

Dann H. Lewis

A Quarterly Report Published by:

Nevada Commission on Tourism

Research and Analysis

David Peterson

Address

401 North Carson Street

Carson City, NV 89701

Phone

775.687.4322

800.237.0774

Fax

775.687.6779

Web site

TravelNevada.biz



NEVADA
COMMISSION
ON TOURISM

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

Visitor Volume

The number of visitors to Nevada.

MONTH	2007	2008	PERCENT CHANGE
October	4,576,691	4,126,757	(9.8%)
November	4,197,123	3,781,737	(9.9%)
December	4,179,846	3,645,907	(12.8%)

MONTH	2008	2009	PERCENT CHANGE
January	4,105,000	3,687,795	(10.2%)
February	4,185,013	3,742,928	(10.6%)
March	4,619,041	4,303,630	(6.8%)
April	4,408,812	4,266,579	(3.2%)
May	4,585,859	4,292,937	(6.4%)
June	4,438,632	4,240,333	(4.5%)
July	4,642,005	4,511,245	(2.8%)
August	4,681,991	4,395,817	(6.1%)
September	4,063,495	4,239,056	4.3%
TOTAL	52,683,508	49,234,723	(6.5%)

Third Quarter 2009 Area Highlights

AREA	2008	2009	PERCENT CHANGE
Clark County:			
Las Vegas	9,370,164	9,335,882	(0.4%)
Laughlin	735,251	699,444	(4.9%)
Mesquite	319,630	238,107	(25.5%)
Washoe County	1,294,446	1,237,686	(4.4%)
All other counties	1,668,000	1,635,000	(2.0%)
TOTAL (State)	13,387,491	13,146,119	(1.8%)

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
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%)
July	301,071	297,569	(1.2%)
August	604,226	268,702 *	(55.5%)
September	395,548	443,506 *	12.1%
TOTAL	6,701,299	5,376,361	(19.8%)

Third Quarter 2009 Area Highlights

AREA	2008	2009	PERCENT CHANGE
Clark County:			
Las Vegas	1,195,906	886,852	(25.8%)
Laughlin	23,616	21,283	(9.9%)
Washoe County	30,240	30,195	(0.1%)
All other counties	51,083	71,447	39.9%
TOTAL (State)	1,300,845	1,009,777	(22.4%)

*Due to show rotation differences (i.e. tradeshow occurring in September 2009 vs. August 2008).

Occupancy Level

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

MONTH	2007	2008	NET CHANGE
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)
July	82.9%	80.0%	(2.9)
August	84.5%	78.2%	(6.3)
September	79.8%	79.7%	(0.1)
MONTHLY AVG	82.5%	76.9%	(5.6)

Third Quarter 2009 Area Highlights

AREA	2008	2009	NET CHANGE
Clark County:			
Las Vegas	86.4%	82.9%	(3.5)
Laughlin	71.3%	73.5%	2.2
Mesquite	67.3%	75.8% **	8.5
Lake Tahoe*	85.8%	83.2%	(2.6)
Washoe County	69.9%	68.0%	(1.9)
All other counties	68.6%	59.4%	(9.2)
QUARTER AVG (State)	81.5%	78.5%	(3.0)

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 Resort & Casino closed on May 31, 2009.

Room Nights Occupied

The number of room nights occupied.

MONTH	2007	2008	PERCENT CHANGE
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	4,551,723	(1.2%)
May	4,740,854	4,566,550	(3.7%)
June	4,602,094	4,397,639	(4.4%)
July	4,692,650	4,610,572	(1.7%)
August	4,787,641	4,501,963	(6.0%)
September	4,400,439	4,443,641	1.0%
TOTAL	54,688,100	51,947,236	(5.0%)

Third Quarter 2009 Area Highlights

AREA	2008	2009	PERCENT CHANGE
Clark County:			
Las Vegas	10,925,933	10,779,828	(1.3%)
Laughlin	698,950	720,267	3.0%
Mesquite	167,586	124,198	(25.9%)
Lake Tahoe*	173,697	167,504	(3.6%)
Washoe County	1,141,351	1,092,819	(4.3%)
All other counties	773,212	671,560	(13.1%)
TOTAL (State)	13,880,729	13,556,176	(2.3%)

*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
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%
July	182,502	185,848	1.8%
August	182,840	185,607	1.5%
September	183,769	185,880	1.1%
END OF PERIOD	183,769	185,880	1.1%

Third Quarter 2009 Area Highlights

AREA	2008	2009	PERCENT CHANGE
Clark County:			
Las Vegas	137,690	141,190	2.5%
Laughlin	10,657	10,655	0.0%
Mesquite	2,706	1,780 **	(34.2%)
Lake Tahoe*	2,354	2,134	(9.4%)
Washoe County	18,111	17,822	(1.6%)
All other counties	12,251	12,299	0.4%
END OF PERIOD (State)	183,769	185,880	1.1%

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of September 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
October	\$1,784,532	\$1,310,665	(26.6%)
November	1,414,481	1,373,214	(2.9%)
December	1,218,220	961,714	(21.1%)

MONTH	2008	2009	PERCENT CHANGE
January	1,614,064	1,167,888	(27.6%)
February	1,568,777	1,162,460	(25.9%)
March	1,807,519	1,215,146	(32.8%)
April	1,729,435	1,237,296	(28.5%)
May	1,712,659	1,222,912	(28.6%)
June	1,422,977	952,535	(33.1%)
July	1,316,048	1,164,869	(11.5%)
August	1,456,221	1,076,354	(26.1%)
September	1,651,574	1,133,118	(31.4%)
TOTAL	\$18,696,506	\$13,978,171	(25.2%)

Third Quarter 2009 Area Highlights

AREA	2008	2009	PERCENT CHANGE
Clark County	\$3,897,116	\$2,903,305	(25.5%)
Washoe County	313,152	280,128	(10.5%)
Douglas County*	83,078	63,087	(24.1%)
Elko County	53,951	49,970	(7.4%)
Carson City	17,924	14,807	(17.4%)
All other counties	58,621	63,044 **	7.5%
TOTAL (State)	\$4,423,842	\$3,374,341	(23.7%)

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.

**Includes collections from June 2009 for Humboldt County, posted to July 2009, due to receipt of the monies after the fiscal year accounting year had ended.

Effective 7/1/09, room tax collections are reported for the month of business activity. All prior years' of monthly data has been updated as well.

Gross Gaming Revenue

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

MONTH	2007	2008	PERCENT CHANGE
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%)
July	997,057,000	872,664,000	(12.5%)
August	934,142,000	847,035,000	(9.3%)
September	1,001,098,000	911,142,000	(9.0%)
TOTAL	\$12,212,266,000	\$10,485,033,000	(14.1%)

Third Quarter 2009 Area Highlights

AREA	2008	2009	PERCENT CHANGE
Clark County:	\$2,432,146,000	\$2,212,075,000	(9.0%)
Strip	1,538,362,000	1,417,271,000	(7.9%)
Downtown	137,704,000	126,562,000	(8.1%)
Laughlin	136,967,000	116,472,000	(15.0%)
Mesquite	31,660,000	25,971,000	(18.0%)
County balance	587,453,000	525,799,000	(10.5%)
Washoe County	258,991,000	217,228,000	(16.1%)
Lake Tahoe*	96,156,000	71,034,000	(26.1%)
Elko County	74,454,000	66,763,000	(10.3%)
Carson Valley Area	28,907,000	26,066,000	(9.8%)
All other counties	41,643,000	37,675,000	(9.5%)
TOTAL (State)	\$2,932,297,000	\$2,630,841,000	(10.3%)

*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
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	3,903,004	(6.7%)
May	4,404,776	3,876,568	(12.0%)
June	4,328,053	3,811,375	(11.9%)
July	4,374,605	3,940,750	(9.9%)
August	4,329,001	3,886,919	(10.2%)
September	3,756,335	3,678,593	(2.1%)
TOTAL	50,846,476	44,802,830	(11.9%)

Third Quarter 2009 Area Highlights

AREA	2008	2009	PERCENT CHANGE
McCarran Int. (Las Vegas)	11,177,768	10,399,172	(7.0%)
Reno/Tahoe Int.	1,161,185	1,001,568	(13.7%)
North Las Vegas	39,927	32,022	(19.8%)
Laughlin/Bullhead Int.	54,169	48,034	(11.3%)
Elko Airport	12,034	10,342	(14.1%)
Henderson Exec. Airport	14,858	15,124	1.8%
TOTAL (State)	12,459,941	11,506,262	(7.7%)

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
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%
July	2,491,537 **	3,066,937	23.1%
August	2,521,778 **	3,010,299	19.4%
September	2,059,826 **	2,525,610	22.6%
TOTAL	28,484,725	29,556,653	3.8%

Third Quarter 2009 Area Highlights

AREA	2008	2009	PERCENT CHANGE
I-15 at Primm/Jean	1,869,165	1,994,322	6.7%
I-15 at Mesquite	1,063,293	1,094,222	2.9%
I-80 at Verdi	— **	1,433,181	—
I-80 at Wells	293,168	303,310	3.5%
All other entry points	3,847,515	3,777,811	(1.8%)
TOTAL (State)	7,073,141	8,602,846	21.6%

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 total for October 2007 does 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
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	1,017,798	9.0%
February	1,123,572	1,024,407	(8.8%)
March	1,930,046	1,745,148	(9.6%)
April	2,202,589	2,141,597	(2.8%)
May	2,722,601	2,702,490	(0.7%)
June	3,101,741	3,071,221	(1.0%)
July	3,320,848	3,360,089	1.2%
August	3,402,690	3,557,221	4.5%
September	2,578,625	2,725,333	5.7%
TOTAL	25,932,020	25,868,537	(0.2%)

Third Quarter 2009 Area Highlights

AREA	2008	2009	PERCENT CHANGE
Nevada State Parks	1,188,271	1,285,692	8.2%
Great Basin Nat. Park	34,242	44,099	28.8%
Lake Mead Nat. Rec. Area	2,334,178	2,549,689	9.2%
Hoover Dam Visitor Center	241,191	228,008	(5.5%)
Red Rock Canyon	143,971	— *	(100.0%)
Grand Canyon Nat. Park	1,728,515	1,702,368	(1.5%)
Zion Nat. Park	1,046,911	1,052,769	0.6%
Bryce Canyon Nat. Park	686,754	754,136	9.8%
Death Valley Nat. Park	343,231	262,409	(23.5%)
Yosemite Nat. Park	1,554,899	1,763,473	13.4%
TOTAL (All Parks)	9,302,163	9,642,643	3.7%

*Data for Red Rock Canyon was not available for July through September 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
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

4001 S. Virginia St., Suite G, 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
www.tonopahnevada.com

WENDOVER AREA CHAMBER OF COMMERCE & TOURISM

735 Wendover Blvd., P.O. Box 2468
Wendover, NV 89883
775-664-3414 • 800-426-6862
Fax: 775-664-3414 • www.westwendovercity.com

WINNEMUCCA CONVENTION & VISITORS BUREAU

50 W. Winnemucca Blvd., Winnemucca, NV 89445
775-623-5071 • 800-962-2638
Fax: 775-623-5087 • www.winnemucca.org

Nevada State Map

