



NEVADA  
COMMISSION  
ON TOURISM

# Third Quarter 2010 VOLUME XVIII

A Digest of Statistical Information on the Nevada Tourism Industry

## NUMBER OF VISITORS TO NEVADA

October	4,665,863	4,576,691	-1.9%
September	4,118,438	4,197,123	1.9%
August	4,124,411	4,179,846	1.3%
July	4,361,312	4,105,000	-6.3%
June	4,175,696	4,185,000	0.2%
May	4,910,243	4,619,041	-6.3%
April	4,547,530	4,408,812	-3.0%
March	4,616,031	4,585,859	-0.7%
February	4,669,235	4,438,632	-5.1%
January	4,951,404	4,642,005	-6.2%
2010	4,855,796	4,681,991	-3.5%
2009	4,582,332	4,062,495	-12.6%
TOTAL	54,100,292	52,589,500	-2.8%
County:	10,000,300	9,700,000	-3.0%
Las Vegas	786,530	735,251	-6.6%
Lincoln	995,323	930,000	-6.6%
Washoe	1,424,350	1,294,446	-9.1%
Clark	1,783,000	1,668,000	-6.4%
Counties	14,389,533	13,387,491	-7.0%

# Discover the Facts

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NEVADA  
COMMISSION  
ON TOURISM

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

## Visitor Volume

The number of visitors to Nevada.

MONTH	2008	2009	PERCENT CHANGE
October	4,271,344	4,260,492	(0.3%)
November	3,769,356	3,818,566	1.3%
December	3,763,369	3,780,384	0.5%

  

MONTH	2009	2010	PERCENT CHANGE
January	3,687,795	3,724,163	1.0%
February	3,742,928	3,765,087	0.6%
March	4,303,630	4,290,320	(0.3%)
April	4,266,579	4,274,979	0.2%
May	4,268,567	4,308,258	0.9%
June	4,232,842	4,381,274	3.5%
July	4,490,603	4,633,499	3.2%
August	4,379,188	4,501,286	2.8%
September	4,220,467	4,255,862	0.8%
<b>TOTAL (Rolling 12 months)</b>	<b>49,396,669</b>	<b>49,994,170</b>	<b>1.2%</b>

### Third Quarter 2010 Area Highlights

AREA	2009	2010	PERCENT CHANGE
Clark County:			
Las Vegas	9,335,882	9,655,869	3.4%
Laughlin	643,584	631,734	(1.8%)
Mesquite	238,107	229,625	(3.6%)
Washoe County	1,237,686	1,248,419	0.9%
All other counties	1,635,000	1,625,000	(0.6%)
<b>TOTAL (State)</b>	<b>13,090,259</b>	<b>13,390,647</b>	<b>2.3%</b>

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	2008	2009	PERCENT CHANGE
October	445,645	404,536	(9.2%)
November	565,434	487,418	(13.8%)
December	159,868	170,774	6.8%

MONTH	2009	2010	PERCENT CHANGE
January	603,982	500,570	(17.1%)
February	621,498	562,663	(9.5%)
March	543,649	569,605	4.8%
April	520,226	552,834	6.3%
May	449,889	455,976	1.4%
June	456,393	453,850	(0.6%)
July	297,569	375,576	26.2%
August	268,702	379,881	41.4%
September	443,506	323,149	(27.1%)
<b>TOTAL (Rolling 12 months)</b>	<b>5,376,361</b>	<b>5,236,832</b>	<b>(2.6%)</b>

### Third Quarter 2010 Area Highlights

AREA	2009	2010	PERCENT CHANGE
Clark County:			
Las Vegas	886,852	957,067	7.9%
Laughlin	21,283	12,278	(42.3%)
Washoe County	30,195	38,249	26.7%
All other counties	71,447	71,012	(0.6%)
<b>TOTAL (State)</b>	<b>1,009,777</b>	<b>1,078,606</b>	<b>6.8%</b>

## Occupancy Level

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

MONTH	2008	2009	NET CHANGE
October	79.0%	77.2%	(1.8)
November	73.1%	71.9%	(1.2)
December	67.2%	63.9%	(3.3)

  

MONTH	2009	2010	NET CHANGE
January	67.4%	65.5%	(1.9)
February	77.5%	74.8%	(2.7)
March	79.7%	77.8%	(1.9)
April	82.0%	78.8%	(3.2)
May	79.2%	77.7%	(1.5)
June	78.7%	79.2%	0.5
July	79.6%	80.9%	1.3
August	77.9%	78.7%	0.8
September	79.3%	78.6%	(0.7)
<b>MONTHLY AVG (Rolling 12 months)</b>	<b>76.7%</b>	<b>75.4%</b>	<b>(1.3)</b>

### Third Quarter 2010 Area Highlights

AREA	2009	2010	NET CHANGE
Clark County:			
Las Vegas	82.9%	82.4%	(0.5)
Laughlin	66.9%	68.6%	1.7
Mesquite	75.8%	73.7%	(2.1)
Lake Tahoe*	83.2%	86.2%	3.0
Washoe County	67.9%	69.1%	1.2
All other counties	59.4%	67.1%	7.7
<b>QUARTER AVG (State)</b>	<b>78.1%</b>	<b>78.6%</b>	<b>0.5</b>

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	2008	2009	PERCENT CHANGE
October	4,493,048	4,453,431	(0.9%)
November	4,029,671	4,025,224	(0.1%)
December	3,869,409	3,853,986	(0.4%)

MONTH	2009	2010	PERCENT CHANGE
January	3,869,578	3,923,610	1.4%
February	4,020,016	4,058,262	1.0%
March	4,593,589	4,674,556	1.8%
April	4,551,723	4,574,555	0.5%
May	4,538,474	4,652,066	2.5%
June	4,389,208	4,595,217	4.7%
July	4,586,870	4,838,636	5.5%
August	4,482,806	4,707,141	5.0%
September	4,422,224	4,547,830	2.8%
<b>TOTAL (Rolling 12 months)</b>	<b>51,846,616</b>	<b>52,904,514</b>	<b>2.0%</b>

### Third Quarter 2010 Area Highlights

AREA	2009	2010	PERCENT CHANGE
Clark County:			
Las Vegas	10,779,828	11,254,761	4.4%
Laughlin	655,911	666,069	1.5%
Mesquite	124,198	120,333	(3.1%)
Lake Tahoe*	167,504	169,229	1.0%
Washoe County	1,092,899	1,105,999	1.2%
All other counties	671,560	777,217	15.7%
<b>TOTAL (State)</b>	<b>13,491,900</b>	<b>14,093,608</b>	<b>4.5%</b>

\*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	2008	2009	PERCENT CHANGE
October	183,401	186,063	1.5%
November	183,821	186,569	1.5%
December	185,826	194,424	4.6%

MONTH	2009	2010	PERCENT CHANGE
January	185,202	193,345	4.4%
February	185,314	193,680	4.5%
March	185,894	193,782	4.2%
April	184,990	193,542	4.6%
May	184,798	193,049	4.5%
June	185,827	193,479	4.1%
July	185,866	192,934	3.8%
August	185,607	192,826	3.9%
September	185,880	192,927	3.8%
<b>END OF PERIOD</b>	<b>185,880</b>	<b>192,927</b>	<b>3.8%</b>

### Third Quarter 2010 Area Highlights

AREA	2009	2010	PERCENT CHANGE
Clark County:			
Las Vegas	141,190	148,402	5.1%
Laughlin	10,655	10,350	(2.9%)
Mesquite	1,780	1,767	(0.7%)
Lake Tahoe*	2,134	2,134	0.0%
Washoe County	17,822	17,682	(0.8%)
All other counties	12,299	12,592	2.4%
<b>END OF PERIOD (State)</b>	<b>185,880</b>	<b>192,927</b>	<b>3.8%</b>

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of September 30, 2010.

\*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	2008	2009	PERCENT CHANGE
October	\$ 1,310,665	\$ 1,232,729	(5.9%)
November	1,373,214	1,018,303	(25.8%)
December	961,714	930,194	(3.3%)

MONTH	2009	2010	PERCENT CHANGE
January	1,167,888	1,189,286	1.8%
February	1,162,460	1,091,728	(6.1%)
March	1,215,146	1,232,607	1.4%
April	1,237,296	1,283,222	3.7%
May	1,222,912	1,305,339	6.7%
June	952,535	1,184,584	24.4%
July	1,164,869	1,305,152	12.0%
August	1,076,354	1,155,485	7.4%
September	1,132,799	1,228,761	8.5%
<b>TOTAL (Rolling 12 months)</b>	<b>\$ 13,977,852</b>	<b>\$ 14,157,391</b>	<b>1.3%</b>

### Third Quarter 2010 Area Highlights

AREA	2009	2010	PERCENT CHANGE
Clark County	\$ 2,903,305	\$ 3,202,076	10.3%
Washoe County	280,128	285,722	2.0%
Douglas County*	63,087	66,147	4.9%
Elko County	49,557	53,744	8.4%
Carson City	14,807	15,773	6.5%
All other counties	63,137	65,937	4.4%
<b>TOTAL (State)</b>	<b>\$ 3,374,022</b>	<b>\$ 3,689,399</b>	<b>9.3%</b>

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. 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	2008	2009	PERCENT CHANGE
October	\$ 904,982,000	\$ 800,347,000	(11.6%)
November	836,818,000	873,178,000	4.3%
December	888,046,000	859,261,000	(3.2%)

  

MONTH	2009	2010	PERCENT CHANGE
January	912,734,000	883,336,000	(3.2%)
February	830,971,000	946,615,000	13.9%
March	918,248,000	912,159,000	(0.7%)
April	859,471,000	810,456,000	(5.7%)
May	889,171,000	847,153,000	(4.7%)
June	818,268,000	763,814,000	(6.7%)
July	872,688,000	829,674,000	(4.9%)
August	846,958,000	944,473,000	11.5%
September	911,184,000	917,877,000	0.7%
<b>TOTAL (Rolling 12 months)</b>	<b>\$ 10,489,539,000</b>	<b>\$ 10,388,343,000</b>	<b>(1.0%)</b>

### Third Quarter 2010 Area Highlights

AREA	2009	2010	PERCENT CHANGE
Clark County:	\$ 2,212,062,000	\$ 2,285,216,000	3.3%
Strip	1,417,272,000	1,526,271,000	7.7%
Downtown	126,563,000	116,543,000	(7.9%)
Laughlin	116,473,000	114,596,000	(1.6%)
Mesquite	25,977,000	24,996,000	(3.8%)
County balance	525,777,000	502,810,000	(4.4%)
Washoe County	217,228,000	209,608,000	(3.5%)
Lake Tahoe*	71,035,000	67,316,000	(5.2%)
Elko County	66,763,000	64,885,000	(2.8%)
Carson Valley Area	26,067,000	27,231,000	4.5%
All other counties	37,675,000	37,768,000	0.2%
<b>TOTAL (State)</b>	<b>\$ 2,630,830,000</b>	<b>\$2,692,024,000</b>	<b>2.3%</b>

\*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	2008	2009	PERCENT CHANGE
October	3,930,551	3,846,771	(2.1%)
November	3,549,888	3,539,004	(0.3%)
December	3,495,261	3,411,331	(2.4%)

MONTH	2009	2010	PERCENT CHANGE
January	3,348,457	3,341,946	(0.2%)
February	3,371,335	3,184,564	(5.5%)
March	4,010,061	3,882,031	(3.2%)
April	3,903,004	3,733,722	(4.3%)
May	3,876,568	3,828,677	(1.2%)
June	3,810,533	3,801,659	(0.2%)
July	3,940,750	3,926,838	(0.4%)
August	3,886,919	3,889,572	0.1%
September	3,678,593	3,621,922	(1.5%)
<b>TOTAL (Rolling 12 months)</b>	<b>44,801,920</b>	<b>44,008,037</b>	<b>(1.8%)</b>

### Third Quarter 2010 Area Highlights

AREA	2009	2010	PERCENT CHANGE
McCarran Int. (Las Vegas)	10,399,172	10,280,306	(1.1%)
Reno/Tahoe Int.	1,001,568	1,026,535	2.5%
North Las Vegas	32,022	40,558	26.7%
Laughlin/Bullhead Int.	48,034	58,098	21.0%
Elko Airport	10,342	11,153	7.8%
Henderson Exec. Airport	15,124	21,682 *	43.4%
<b>TOTAL (State)</b>	<b>11,506,262</b>	<b>11,438,332</b>	<b>(0.6%)</b>

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

\*Maverick Aviation Group fully operational.

## Vehicle Traffic Counts

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

MONTH	2008	2009		PERCENT CHANGE
October	2,302,912	2,358,479	**	2.4%
November	2,271,328	2,038,817	**	(10.2%)
December	2,297,157	2,045,797	**	(10.9%)

  

MONTH	2009	2010		PERCENT CHANGE
January	2,186,902	1,676,145	*, **	(23.4%)
February	1,979,079	1,700,185	*, **	(14.1%)
March	2,272,142	1,859,379	*, **	(18.2%)
April	2,383,447	1,948,636	*, **	(18.2%)
May	2,586,146	2,060,351	*, **	(20.3%)
June	2,674,694	2,255,023	*, **	(15.7%)
July	3,066,937	2,591,087	*, **	(15.5%)
August	3,010,299	2,480,276	*, **	(17.6%)
September	2,525,610	2,053,209	*, **	(18.7%)
<b>TOTAL (Rolling 12 months)</b>	<b>29,556,653</b>	<b>25,067,384</b>		<b>(15.2%)</b>

### Third Quarter 2010 Area Highlights

AREA	2009	2010		PERCENT CHANGE
I-15 at Primm/Jean	1,994,322	2,021,651		1.4%
I-15 at Mesquite	1,094,222	1,018,050		(7.0%)
I-80 at Verdi	1,433,181	-	*	(100.0%)
I-80 at Wells	303,310	320,555		5.7%
All other entry points	3,777,811	3,764,316	**	(0.4%)
<b>TOTAL (State)</b>	<b>8,602,846</b>	<b>7,124,572</b>		<b>(17.2%)</b>

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 September 2010 do not contain any data.

\*\*Due to road construction/equipment failure at various other entry points, the respective traffic totals for October 2009 through September 2010 do not contain any data.

## Park Usage

The number of people visiting state and nearby national parks.

MONTH	2008	2009	PERCENT CHANGE
October	2,036,800	2,164,915	6.3%
November	1,446,310	1,326,993	(8.2%)
December	1,040,125	987,459	(5.1%)

MONTH	2009	2010	PERCENT CHANGE
January	939,063	881,403	(6.1%)
February	950,036	986,959	3.9%
March	1,596,326	1,663,322	4.2%
April	2,106,216	2,215,098	5.2%
May	2,704,419	2,480,212	(8.3%)
June	3,070,650	3,144,088	2.4%
July	3,360,089	3,538,346	5.3%
August	3,558,761	3,414,339	(4.1%)
September	2,699,836	2,760,755	2.3%
<b>TOTAL (Rolling 12 months)</b>	<b>25,508,631</b>	<b>25,563,889</b>	<b>0.2%</b>

### Third Quarter 2010 Area Highlights

AREA	2009	2010	PERCENT CHANGE
Nevada State Parks	1,260,194	1,287,001	2.1%
Great Basin Nat. Park	44,099	48,137	9.2%
Lake Mead Nat. Rec. Area	2,549,689	2,353,824	(7.7%)
Hoover Dam Visitor Center	229,546	219,289	(4.5%)
Grand Canyon Nat. Park	1,702,368	1,777,172	4.4%
Zion Nat. Park	1,052,771	1,021,033	(3.0%)
Bryce Canyon Nat. Park	754,136	845,826	12.2%
Death Valley Nat. Park	262,410	271,337	3.4%
Yosemite Nat. Park	1,763,473	1,889,821	7.2%
<b>TOTAL (All Parks)</b>	<b>9,618,686</b>	<b>9,713,440</b>	<b>1.0%</b>

## 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  
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### TONOPAH CONVENTION CENTER

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### WENDOVER AREA CHAMBER OF COMMERCE & TOURISM

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# Nevada State Map

