



NEVADA  
COMMISSION  
ON TOURISM

# Fourth Quarter 2010 VOLUME XVIII

A Digest of Statistical Information on the Nevada Tourism Industry

NUMBER OF VISITORS TO NEVADA

October	4,665,863		
September	4,118,438	4,576,691	-10.0%
August	4,124,411	4,197,123	1.7%
July		4,179,846	1.0%
January			
February	4,361,312		
March	4,175,696	4,105,000	-1.7%
April	4,910,243	4,185,000	-15.0%
May	4,547,530	4,619,041	1.6%
June	4,616,031	4,408,812	-4.8%
July	4,669,235	4,585,859	-1.9%
August	4,951,404	4,438,632	-11.2%
September	4,855,796	4,642,005	-4.5%
October	4,681,991		
November	4,582,332	4,062,495	-11.3%
December	5,418,292	5,589,500	3.2%
TOTAL			
County:			
Clark	1,000,300	970,104	-3.0%
Washoe	786,531	835,251	6.3%
Lincoln	995,323	810,000	-19.0%
White Pine	1,424,300	1,294,446	-9.1%
Other Counties	1,783,000	1,668,000	-6.4%
Counties	14,389,533	13,387,491	-7.0%

# Discover the Facts

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**Lt. Governor • Chair**

Brian K. Krolicki

**Nevada Commission on Tourism**

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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	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%
October	4,260,492	4,348,969	2.1%
November	3,818,566	3,808,499	(0.3%)
December	3,780,384	3,809,030	0.8%
<b>TOTAL</b>	<b>49,452,042</b>	<b>50,101,227</b>	<b>1.3%</b>

### Fourth Quarter 2010 Area Highlights

AREA	2009	2010	PERCENT CHANGE
Clark County:			
Las Vegas	8,837,898	9,151,361	3.5%
Laughlin	508,015	522,645	2.9%
Mesquite	252,242	248,783	(1.4%)
Washoe County	1,011,954	960,043	(5.1%)
All other counties	1,249,333	1,083,667	(13.3%)
<b>TOTAL (State)</b>	<b>11,859,442</b>	<b>11,966,499</b>	<b>0.9%</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	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	376,112	26.4%
August	268,702	380,418	41.6%
September	443,506	324,094	(26.9%)
October	404,536	470,643	16.3%
November	487,418	415,825	(14.7%)
December	170,774	187,387	9.7%
<b>TOTAL</b>	<b>5,268,142</b>	<b>5,249,977</b>	<b>(0.3%)</b>

### Fourth Quarter 2010 Area Highlights

AREA	2009	2010	PERCENT CHANGE
Clark County:			
Las Vegas	925,206	946,966	2.4%
Laughlin	26,988	19,281	(28.6%)
Washoe County	29,480	18,073	(38.7%)
All other counties	81,054	89,535	10.5%
<b>TOTAL (State)</b>	<b>1,062,728</b>	<b>1,073,855</b>	<b>1.0%</b>

## Occupancy Level

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

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)
October	77.2%	80.1%	2.9
November	71.9%	72.3%	0.4
December	63.9%	67.3%	3.4
<b>MONTHLY AVG</b>	<b>76.1%</b>	<b>76.0%</b>	<b>(0.1)</b>

### Fourth Quarter 2010 Area Highlights

AREA	2009	2010	NET CHANGE
Clark County:			
Las Vegas	76.4%	78.1%	1.7
Laughlin	52.0%	56.5%	4.5
Mesquite	80.2%	80.2%	0.0
Lake Tahoe*	57.1%	55.1%	(2.0)
Washoe County	55.6%	54.2%	(1.4)
All other counties	46.9%	57.9%	11.0
<b>QUARTER AVG (State)</b>	<b>70.9%</b>	<b>73.2%</b>	<b>2.3</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	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%
October	4,453,175	4,764,556	7.0%
November	4,025,224	4,104,289	2.0%
December	3,853,986	4,036,724	4.7%
<b>TOTAL</b>	<b>51,786,872</b>	<b>53,477,444</b>	<b>3.3%</b>

### Fourth Quarter 2010 Area Highlights

AREA	2009	2010	PERCENT CHANGE
Clark County:			
Las Vegas	10,129,863	10,601,554	4.7%
Laughlin	509,885	538,079	5.5%
Mesquite	131,571	130,373	(0.9%)
Lake Tahoe*	112,035	111,933	(0.1%)
Washoe County	906,202	851,004	(6.1%)
All other counties	542,828	672,626	23.9%
<b>TOTAL (State)</b>	<b>12,332,384</b>	<b>12,905,569</b>	<b>4.6%</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	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%
October	186,063	191,914	3.1%
November	186,569	189,285	1.5%
December	194,424	193,488	(0.5%)
<b>END OF PERIOD</b>	<b>194,424</b>	<b>193,488</b>	<b>(0.5%)</b>

### Fourth Quarter 2010 Area Highlights

AREA	2009	2010	PERCENT CHANGE
Clark County:			
Las Vegas	148,941	148,935	0.0%
Laughlin	10,652	10,350	(2.8%)
Mesquite	1,790	1,767	(1.3%)
Lake Tahoe*	2,134	2,354	10.3%
Washoe County	18,315	17,449	(4.7%)
All other counties	12,592	12,633	0.3%
<b>END OF PERIOD (State)</b>	<b>194,424</b>	<b>193,488</b>	<b>(0.5%)</b>

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of December 31, 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	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	1,228,798	8.5%
October	1,232,729	1,380,314	12.0%
November	1,018,303	1,082,218	6.3%
December	930,194	970,799	4.4%
<b>TOTAL</b>	<b>\$ 13,513,484</b>	<b>\$ 14,409,532</b>	<b>6.6%</b>

## Fourth Quarter 2010 Area Highlights

AREA	2009	2010	PERCENT CHANGE
Clark County	\$ 2,877,538	\$ 3,124,769	8.6%
Washoe County	181,268	166,762	(8.0%)
Douglas County*	44,202	40,311	(8.8%)
Elko County	31,434	35,904	14.2%
Carson City	9,834	9,362	(4.8%)
All other counties	36,949	56,223	52.2%
<b>TOTAL (State)</b>	<b>\$ 3,181,226</b>	<b>\$ 3,433,331</b>	<b>7.9%</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	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%
October	800,387,000	888,574,000	11.0%
November	873,337,000	822,098,000	(5.9%)
December	859,286,000	838,789,000	(2.4%)
<b>TOTAL</b>	<b>\$ 10,392,703,000</b>	<b>\$ 10,405,018,000</b>	<b>0.1%</b>

### Fourth Quarter 2010 Area Highlights

AREA	2009	2010	PERCENT CHANGE
Clark County:	\$ 2,177,477,000	\$ 2,207,095,000	1.4%
Strip	1,402,286,000	1,449,790,000	3.4%
Downtown	124,032,000	122,648,000	(1.1%)
Laughlin	109,464,000	113,384,000	3.6%
Mesquite	29,167,000	29,092,000	(0.3%)
County balance	512,528,000	492,181,000	(4.0%)
Washoe County	185,970,000	175,601,000	(5.6%)
Lake Tahoe*	47,044,000	42,765,000	(9.1%)
Elko County	59,654,000	60,455,000	1.3%
Carson Valley Area	24,858,000	24,248,000	(2.5%)
All other counties	38,007,000	39,297,000	3.4%
<b>TOTAL (State)</b>	<b>\$ 2,533,010,000</b>	<b>\$ 2,549,461,000</b>	<b>0.6%</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	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	3,622,193	(1.5%)
October	3,846,771	3,937,190	2.4%
November	3,539,004	3,508,038	(0.9%)
December	3,411,331	3,405,532	(0.2%)
<b>TOTAL</b>	<b>44,623,326</b>	<b>44,061,962</b>	<b>(1.3%)</b>

### Fourth Quarter 2010 Area Highlights

AREA	2009	2010	PERCENT CHANGE
McCarran Int. (Las Vegas)	9,845,750	9,863,225	0.2%
Reno/Tahoe Int.	857,552	877,098	2.3%
North Las Vegas	26,630	28,712	7.8%
Laughlin/Bullhead Int.	42,865	52,199	21.8%
Elko Airport	9,911	10,930	10.3%
Henderson Exec. Airport	14,398	18,596 *	29.2%
<b>TOTAL (State)</b>	<b>10,797,106</b>	<b>10,850,760</b>	<b>0.5%</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	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%)
October	2,358,479	**	1,821,422	*, ***	(22.8%)
November	2,038,817	**	1,723,855	*	(15.4%)
December	2,045,797	**	1,834,479	*	(10.3%)
<b>TOTAL</b>	<b>29,128,349</b>		<b>24,004,047</b>		<b>(17.6%)</b>

### Fourth Quarter 2010 Area Highlights

AREA	2009		2010		PERCENT CHANGE
I-15 at Primm/Jean	1,732,688		1,512,310	***	(12.7%)
I-15 at Mesquite	913,103		934,752		2.4%
I-80 at Verdi	1,029,310		-	*	(100.0%)
I-80 at Wells	214,206		224,316		4.7%
All other entry points	2,553,786	**	2,708,378		6.1%
<b>TOTAL (State)</b>	<b>6,443,093</b>		<b>5,379,756</b>		<b>(16.5%)</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 December 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.

\*\*\*Interstate 15 at Primm/Jean for October 2010 total reflects partial data as reported.

## Park Usage

The number of people visiting state and nearby national parks.

MONTH	2009	2010	PERCENT CHANGE
January	939,063	881,403	(6.1%)
February	950,036	986,960	3.9%
March	1,596,326	1,663,323	4.2%
April	2,106,216	2,215,098	5.2%
May	2,704,419	2,480,214	(8.3%)
June	3,070,650	3,144,089	2.4%
July	3,360,089	3,538,347	5.3%
August	3,558,761	3,414,341	(4.1%)
September	2,699,836	2,760,760	2.3%
October	2,165,611	1,945,898	(10.1%)
November	1,326,995	1,318,129	(0.7%)
December	985,360	907,607	(7.9%)
<b>TOTAL</b>	<b>25,463,362</b>	<b>25,256,169</b>	<b>(0.8%)</b>

### Fourth Quarter 2010 Area Highlights

AREA	2009	2010	PERCENT CHANGE
Nevada State Parks	405,182	406,431	0.3%
Great Basin Nat. Park	10,856	12,417	14.4%
Lake Mead Nat. Rec. Area	1,635,384	1,397,194	(14.6%)
Hoover Dam Visitor Center	172,077	177,605	3.2%
Grand Canyon Nat. Park	743,431	762,739	2.6%
Zion Nat. Park	469,214	454,809	(3.1%)
Bryce Canyon Nat. Park	240,279	195,043	(18.8%)
Death Valley Nat. Park	169,432	139,079	(17.9%)
Yosemite Nat. Park	632,111	626,317	(0.9%)
<b>TOTAL (All Parks)</b>	<b>4,477,966</b>	<b>4,171,634</b>	<b>(6.8%)</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  
tahoe.tahoechamber.org

### TONOPAH CONVENTION CENTER

301 Brounger 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

