



NEVADA
COMMISSION
ON TOURISM

Third Quarter 2011 VOLUME XIX

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	0.4%
June			
May	4,361,312		
April	4,175,696	4,105,000	1.7%
March	4,910,243	4,185,000	17.4%
February	4,547,530	4,619,041	-1.5%
January	4,616,031	4,408,812	4.8%
December	4,669,235	4,585,859	1.9%
November	4,951,404	4,438,632	11.4%
October	4,855,796	4,642,005	4.8%
September	4,582,332	4,681,991	-2.1%
August	4,541,292	4,062,495	11.8%
July	4,581,500	4,581,500	0.0%
June			
May			
April			
March			
February			
January			
December			
November			
October			
County:			
Clark	11,000,300	5,770,164	-47.5%
Washoe	786,536	1,385,251	-43.1%
Lincoln	395,323	3,000,000	-87.1%
White Pine	1,424,300	1,294,446	9.3%
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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Lt. Governor • Chair

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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
October	4,260,492	4,353,662	2.2%
November	3,818,566	3,813,331	(0.1%)
December	3,780,384	3,815,173	0.9%

MONTH	2010	2011	PERCENT CHANGE
January	3,724,163	4,024,879	8.1%
February	3,765,087	3,812,067	1.2%
March	4,290,320	4,440,975	3.5%
April	4,274,979	4,413,434	3.2%
May	4,308,258	4,381,907	1.7%
June	4,381,274	4,531,350	3.4%
July	4,633,499	4,741,583	2.3%
August	4,501,286	4,574,895	1.6%
September	4,255,862	4,420,629	3.9%
TOTAL (Rolling 12 months)	49,994,170	51,323,883	2.7%

Third Quarter 2011 Area Highlights

AREA	2010	2011	PERCENT CHANGE
Clark County:			
Las Vegas	9,655,869	10,057,451	4.2%
Laughlin	631,734	598,088	(5.3%)
Mesquite	229,625	225,890	(1.6%)
Washoe County	1,248,419	1,260,884	1.0%
All other counties	1,625,000	1,594,793	(1.9%)
TOTAL (State)	13,390,647	13,737,106	2.6%

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
October	404,536	470,643	16.3%
November	487,418	416,314	(14.6%)
December	170,774	187,387	9.7%

MONTH	2010	2011	PERCENT CHANGE
January	500,570	679,220	35.7%
February	562,663	510,286	(9.3%)
March	569,605	608,495	6.8%
April	552,834	547,106	(1.0%)
May	455,976	451,438	(1.0%)
June	453,850	459,399	1.2%
July	376,112	307,836	(18.2%)
August	380,418	442,270	16.3%
September	324,094	467,898	44.4%
TOTAL (Rolling 12 months)	5,238,850	5,548,292	5.9%

Third Quarter 2011 Area Highlights

AREA	2010	2011	PERCENT CHANGE
Clark County:			
Las Vegas	957,067	1,110,716	16.1%
Laughlin	12,278	11,410	(7.1%)
Washoe County	38,249	36,496	(4.6%)
All other counties	73,030	59,382 *	(18.7%)
TOTAL (State)	1,080,624	1,218,004	12.7%

*Does not include Elko County data.

Occupancy Level

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

MONTH	2009	2010	NET CHANGE
October	77.2%	80.1%	2.9
November	71.9%	72.3%	0.4
December	63.9%	67.3%	3.4

MONTH	2010	2011	NET CHANGE
January	65.5%	72.9%	7.4
February	74.8%	76.2%	1.4
March	77.8%	81.6%	3.8
April	78.8%	82.3%	3.5
May	77.7%	81.2%	3.5
June	79.2%	83.5%	4.3
July	80.9%	84.7%	3.8
August	78.7%	80.5%	1.8
September	78.6%	81.7%	3.1
MONTHLY AVG (Rolling 12 months)	75.4%	78.7%	3.3

Third Quarter 2011 Area Highlights

AREA	2010	2011	NET CHANGE
Clark County:			
Las Vegas	82.4%	85.8%	3.4
Laughlin	68.6%	67.4%	(1.2)
Mesquite	73.7%	71.7%	(2.0)
Lake Tahoe*	86.2%	76.8%	(9.4)
Washoe County	69.1%	71.1%	2.0
All other counties	67.1%	71.6%	4.5
QUARTER AVG (State)	78.6%	81.4%	2.8

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	2009	2010	PERCENT CHANGE
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%

MONTH	2010	2011	PERCENT CHANGE
January	3,926,133	4,366,824	11.2%
February	4,058,262	4,138,598	2.0%
March	4,674,792	4,906,686	5.0%
April	4,574,555	4,791,873	4.8%
May	4,652,066	4,828,079	3.8%
June	4,595,217	4,845,517	5.4%
July	4,839,021	5,064,688	4.7%
August	4,707,084	4,844,307	2.9%
September	4,547,830	4,779,951	5.1%
TOTAL (Rolling 12 months)	52,907,345	55,472,091	4.8%

Third Quarter 2011 Area Highlights

AREA	2010	2011	PERCENT CHANGE
Clark County:			
Las Vegas	11,254,761	11,809,824	4.9%
Laughlin	666,069	641,514	(3.7%)
Mesquite	120,333	116,216	(3.4%)
Lake Tahoe*	169,229	166,283	(1.7%)
Washoe County	1,106,327	1,122,995	1.5%
All other counties	777,217	832,113	7.1%
TOTAL (State)	14,093,936	14,688,945	4.2%

*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
October	186,063	191,914	3.1%
November	186,569	189,285	1.5%
December	194,424	193,488	(0.5%)

MONTH	2010	2011	PERCENT CHANGE
January	193,475	193,202	(0.1%)
February	193,680	193,869	0.1%
March	193,880	194,006	0.1%
April	193,542	193,999	0.2%
May	193,049	191,788	(0.7%)
June	193,479	193,443	(0.0%)
July	193,002	192,891	(0.1%)
August	192,826	194,022	0.6%
September	192,927	195,005	1.1%
END OF PERIOD	192,927	195,005	1.1%

Third Quarter 2011 Area Highlights

AREA	2010	2011	PERCENT CHANGE
Clark County:			
Las Vegas	148,402	150,425	1.4%
Laughlin	10,350	10,350	0.0%
Mesquite	1,767	1,762	(0.3%)
Lake Tahoe*	2,134	2,354 **	10.3%
Washoe County	17,682	17,481	(1.1%)
All other counties	12,592	12,633	0.3%
END OF PERIOD (State)	192,927	195,005	1.1%

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of September 30, 2011.

*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.

**Reflects rooms coming back online at the Horizon Casino Resort as of December 2010.

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
October	\$ 1,232,729	\$ 1,380,314	12.0%
November	1,018,303	1,082,218	6.3%
December	930,194	970,796	4.4%

MONTH	2010	2011	PERCENT CHANGE
January	1,189,286	1,373,259	15.5%
February	1,091,728	1,165,603	6.8%
March	1,232,607	1,608,272	30.5%
April	1,283,222	1,489,146	16.0%
May	1,305,339	1,454,944	11.5%
June	1,184,584	1,422,428	20.1%
July	1,305,242	1,424,904	9.2%
August	1,155,485	1,387,098	20.0%
September	1,228,798	1,547,614	25.9%
TOTAL (Rolling 12 months)	\$ 14,157,518	\$ 16,306,597	15.2%

Third Quarter 2011 Area Highlights

AREA	2010	2011	PERCENT CHANGE
Clark County	\$ 3,202,076	\$ 3,853,355	20.3%
Washoe County	285,812	298,206	4.3%
Douglas County*	66,147	62,788	(5.1%)
Elko County	53,744	57,389	6.8%
Carson City	15,773	16,333	3.6%
All other counties	65,973	71,545	8.4%
TOTAL (State)	\$ 3,689,525	\$ 4,359,617	18.2%

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. 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
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%)

MONTH	2010	2011	PERCENT CHANGE
January	883,340,815	877,412,367	(0.7%)
February	946,615,024	881,829,244	(6.8%)
March	911,980,729	958,728,163	5.1%
April	810,740,517	806,049,851	(0.6%)
May	847,136,304	984,014,982	16.2%
June	763,687,683	885,745,933	16.0%
July	829,682,912	860,089,794	3.7%
August	944,457,345	886,861,914	(6.1%)
September	917,861,844	863,949,250	(5.9%)
TOTAL (Rolling 12 months)	\$ 10,388,513,173	\$ 10,554,142,498	1.6%

Third Quarter 2011 Area Highlights

AREA	2010	2011	PERCENT CHANGE
Clark County:	\$ 2,285,198,194	\$ 2,201,429,152	(3.7%)
Strip	1,526,270,704	1,456,345,353	(4.6%)
Downtown	116,543,206	116,931,619	0.3%
Laughlin	114,595,557	107,659,643	(6.1%)
Mesquite	24,995,712	24,856,250	(0.6%)
County balance	502,793,016	495,636,289	(1.4%)
Washoe County	209,603,575	203,912,214	(2.7%)
Lake Tahoe*	67,315,301	74,292,860	10.4%
Elko County	64,885,596	67,201,752	3.6%
Carson Valley Area	27,231,044	26,249,908	(3.6%)
All other counties	37,768,390	37,815,070	0.1%
TOTAL (State)	\$ 2,692,002,101	\$ 2,610,900,958	(3.0%)

*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
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%)

MONTH	2010	2011	PERCENT CHANGE
January	3,341,946	3,503,123	4.8%
February	3,184,564	3,254,734	2.2%
March	3,882,031	3,960,877	2.0%
April	3,733,722	3,799,593	1.8%
May	3,828,677	3,999,213	4.5%
June	3,801,659	3,974,831	4.6%
July	3,926,838	4,094,088	4.3%
August	3,889,572	4,033,063	3.7%
September	3,622,193	3,890,472	7.4%
TOTAL (Rolling 12 months)	44,008,308	45,360,754	3.1%

Third Quarter 2011 Area Highlights

AREA	2010	2011	PERCENT CHANGE
McCarran Int. (Las Vegas)	10,280,306	10,860,702	5.6%
Reno/Tahoe Int.	1,026,806	1,037,228	1.0%
North Las Vegas	40,558	29,669	(26.8%)
Laughlin/Bullhead Int.	58,098	47,861	(17.6%)
Elko Airport	11,153	12,165	9.1%
Henderson Exec. Airport	21,682	29,998 *	38.4%
TOTAL (State)	11,438,603	12,017,623	5.1%

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
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%)

MONTH	2010	2011	PERCENT CHANGE
January	1,676,145 *, **	1,715,820 *	2.4%
February	1,700,185 *, **	1,647,855 *	(3.1%)
March	1,859,379 *, **	1,838,819 *	(1.1%)
April	1,948,636 *, **	1,986,642 *	2.0%
May	2,060,351 *, **	1,894,747 *	(8.0%)
June	2,255,023 *, **	2,033,843 *, ***	(9.8%)
July	2,591,087 *, **	2,057,274 *, **, ***, ****	(20.6%)
August	2,480,276 *, **	2,354,182 *, **	(5.1%)
September	2,053,209 *, **	1,800,234 *, **, ***	(12.3%)
TOTAL (Rolling 12 months)	25,067,384	22,709,172	(9.4%)

Third Quarter 2011 Area Highlights

AREA	2010	2011	PERCENT CHANGE
I-15 at Primm/Jean	2,021,651	2,052,432	1.5%
I-15 at Mesquite	1,018,050	583,685 ****	(42.7%)
I-80 at Verdi	- *	- *	-
I-80 at Wells	320,555	226,452 ***	(29.4%)
All other entry points	3,764,316 **	3,349,121 **	(11.0%)
TOTAL (State)	7,124,572	6,211,690	(12.8%)

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

*Due to road construction/equipment failure on Interstate 80 at Verdi, the traffic totals for January 2010 through September 2011 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 and July through September 2011 do not contain any data.

***Interstate 80 at Wells, traffic totals for June, July and September 2011 contain partial data.

****Due to equipment failure on Interstate 15 at Mesquite, the traffic total for July 2011 does not contain any data.

Park Usage

The number of people visiting state and nearby national parks.

MONTH	2009	2010	PERCENT CHANGE
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%)

MONTH	2010	2011	PERCENT CHANGE
January	881,860	862,473	(2.2%)
February	986,791	906,176	(8.2%)
March	1,624,874	1,444,126	(11.1%)
April	2,214,172	2,093,439	(5.5%)
May	2,479,377	2,326,882	(6.2%)
June	3,143,064	3,080,015	(2.0%)
July	3,537,483	3,598,837	1.7%
August	3,413,467	3,201,825	(6.2%)
September	2,760,760	2,608,907	(5.5%)
TOTAL (Rolling 12 months)	25,519,814	24,294,314	(4.8%)

Third Quarter 2011 Area Highlights

AREA	2010	2011	PERCENT CHANGE
Nevada State Parks	1,285,263	1,377,741	7.2%
Great Basin Nat. Park	48,137	49,222	2.3%
Lake Mead Nat. Rec. Area	2,353,824	1,940,289	(17.6%)
Hoover Dam Visitor Center	219,289	236,951	8.1%
Grand Canyon Nat. Park	1,777,174	1,675,263	(5.7%)
Zion Nat. Park	1,021,035	1,081,587	5.9%
Bryce Canyon Nat. Park	845,826	752,041	(11.1%)
Death Valley Nat. Park	271,341	288,800	6.4%
Yosemite Nat. Park	1,889,821	2,007,675	6.2%
TOTAL (All Parks)	9,711,710	9,409,569	(3.1%)

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
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775-588-4591 • Fax: 775-588-4598
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TONOPAH CONVENTION CENTER

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WENDOVER AREA CHAMBER OF COMMERCE & TOURISM

735 Wendover Blvd., P.O. Box 2468
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WINNEMUCCA CONVENTION & VISITORS BUREAU

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Nevada State Map

