



NEVADA
COMMISSION
ON TOURISM

First Quarter 2012 VOLUME XX

A Digest of Statistical Information on the Nevada Tourism Industry



Discover *the* Facts

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

Visitor Volume

The number of visitors to Nevada.

MONTH	2010	2011	PERCENT CHANGE
April	4,274,979	4,432,713	3.7%
May	4,308,258	4,403,048	2.2%
June	4,381,274	4,557,597	4.0%
July	4,633,499	4,703,961	1.5%
August	4,501,286	4,532,408	0.7%
September	4,255,862	4,388,972	3.1%
October	4,348,969	4,338,756	(0.2%)
November	3,808,499	3,846,362	1.0%
December	3,809,030	3,791,111	(0.5%)

MONTH	2011	2012	PERCENT CHANGE
January	3,980,930	3,967,265	(0.3%)
February	3,811,323	3,964,203	4.0%
March	4,440,334	4,559,686	2.7%
TOTAL (Rolling 12 months)	50,554,243	51,486,083	1.8%

First Quarter 2012 Area Highlights

AREA	2011	2012	PERCENT CHANGE
Clark County:			
Las Vegas	9,417,336	9,756,587	3.6%
Laughlin	589,143	532,223	(9.7%)
Mesquite	261,170	270,682	3.6%
Washoe County	972,271	924,330	(4.9%)
All other counties	992,667	1,007,333	1.5%
TOTAL (State)	12,232,587	12,491,155	2.1%

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	2010	2011	PERCENT CHANGE
April	552,834	547,106	(1.0%)
May	455,976	451,438	(1.0%)
June	453,850	459,957	1.3%
July	376,112	310,836	(17.4%)
August	380,418	444,770	16.9%
September	324,094	470,398	45.1%
October	470,643	510,696	8.5%
November	416,314	413,140	(0.8%)
December	187,387	185,536	(1.0%)

MONTH	2011	2012	PERCENT CHANGE
January	679,220	578,545	(14.8%)
February	510,286	602,688	18.1%
March	608,495	555,154	(8.8%)
TOTAL (Rolling 12 months)	5,415,629	5,530,264	2.1%

First Quarter 2012 Area Highlights

AREA	2011	2012	PERCENT CHANGE
Clark County:			
Las Vegas	1,608,056	1,616,485	0.5%
Laughlin	18,911	19,301	2.1%
Washoe County	84,005 *	22,050	(73.8%)
All other counties	87,029	78,551	(9.7%)
TOTAL (State)	1,798,001	1,736,387	(3.4%)

*Safari Club International and USBC Open Championships took place in 2011.

Occupancy Level

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

MONTH	2010	2011	NET CHANGE
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
October	80.1%	80.7%	0.6
November	72.4%	72.6%	0.2
December	67.3%	67.8%	0.5

MONTH	2011	2012	NET CHANGE
January	72.9%	71.7%	(1.2)
February	76.2%	76.4%	0.2
March	81.6%	82.2%	0.6
MONTHLY AVG (Rolling 12 months)	77.0%	78.8%	1.8

First Quarter 2012 Area Highlights

AREA	2011	2012	NET CHANGE
Clark County:			
Las Vegas	82.0%	82.8%	0.8
Laughlin	65.8%	59.7%	(6.1)
Mesquite	84.5%	79.5%	(5.0)
Lake Tahoe*	61.9%	56.6%	(5.3)
Washoe County	56.6%	51.6%	(5.0)
All other counties	55.0%	56.7%	1.7
QUARTER AVG (State)	76.9%	76.8%	(0.1)

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	2010	2011	PERCENT CHANGE
April	4,574,555	4,792,747	4.8%
May	4,652,066	4,828,079	3.8%
June	4,595,217	4,845,517	5.4%
July	4,839,021	5,064,571	4.7%
August	4,707,084	4,844,199	2.9%
September	4,547,830	4,779,847	5.1%
October	4,764,556	4,869,163	2.2%
November	4,115,287	4,245,584	3.2%
December	4,036,724	4,095,928	1.5%

MONTH	2011	2012	PERCENT CHANGE
January	4,366,905	4,338,442	(0.7%)
February	4,138,598	4,325,079	4.5%
March	4,907,670	4,981,893	1.5%
TOTAL (Rolling 12 months)	54,245,513	56,011,048	3.3%

First Quarter 2012 Area Highlights

AREA	2011	2012	PERCENT CHANGE
Clark County:			
Las Vegas	11,034,956	11,370,102	3.0%
Laughlin	612,938	561,354	(8.4%)
Mesquite	134,366	127,471	(5.1%)
Lake Tahoe*	132,040	121,327	(8.1%)
Washoe County	873,997	813,303	(6.9%)
All other counties	624,875	651,857	4.3%
TOTAL (State)	13,413,172	13,645,414	1.7%

*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	2010	2011	PERCENT CHANGE
April	193,542	194,058	0.3%
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%
October	191,914	194,543	1.4%
November	189,488	195,022	2.9%
December	193,488	194,800	0.7%

MONTH	2011	2012	PERCENT CHANGE
January	193,258	195,057	0.9%
February	193,869	195,171	0.7%
March	194,065	195,534	0.8%
END OF PERIOD	194,065	195,534	0.8%

First Quarter 2012 Area Highlights

AREA	2011	2012	PERCENT CHANGE
Clark County:			
Las Vegas	149,638	150,920	0.9%
Laughlin	10,350	10,334	(0.2%)
Mesquite	1,767	1,763	(0.2%)
Lake Tahoe*	2,354	2,354	0.0%
Washoe County	17,323	17,528	1.2%
All other counties	12,633	12,635	0.0%
END OF PERIOD (State)	194,065	195,534	0.8%

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of March 31, 2012.

*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	2010	2011	PERCENT CHANGE
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%
October	1,380,314	1,649,293	19.5%
November	1,082,218	1,228,826	13.5%
December	970,796	1,113,720	14.7%

MONTH	2011	2012	PERCENT CHANGE
January	1,373,259	1,470,111	7.1%
February	1,165,603	1,368,879	17.4%
March	1,608,272	1,498,344	(6.8%)
TOTAL (Rolling 12 months)	\$ 15,043,133	\$ 17,055,308	13.4%

First Quarter 2012 Area Highlights

AREA	2011	2012	PERCENT CHANGE
Clark County	\$ 3,800,324	\$ 4,035,905	6.2%
Washoe County	200,935	158,799	(21.0%)
Douglas County*	51,761	44,675	(13.7%)
Elko County	37,648	40,699	8.1%
Carson City	8,661	8,093	(6.5%)
All other counties	47,805	49,163	2.8%
TOTAL (State)	\$ 4,147,134	\$ 4,337,334	4.6%

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	2010	2011	PERCENT CHANGE
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%)
October	888,569,155	960,687,873	8.1%
November	822,097,967	880,141,207	7.1%
December	838,499,434	855,664,287	2.0%

MONTH	2011	2012	PERCENT CHANGE
January	877,281,554	1,038,406,570	18.4%
February	881,758,357	932,173,137	5.7%
March	958,694,506	854,590,394	(10.9%)
TOTAL (Rolling 12 months)	\$ 10,380,467,578	\$ 10,808,375,192	4.1%

First Quarter 2012 Area Highlights

AREA	2011	2012	PERCENT CHANGE
Clark County:	\$ 2,366,365,299	\$ 2,471,116,353	4.4%
Strip	1,523,736,344	1,602,885,544	5.2%
Downtown	130,230,642	135,496,010	4.0%
Laughlin	132,682,257	133,790,750	0.8%
Mesquite	32,575,535	34,244,869	5.1%
County balance	547,140,524	564,699,178	3.2%
Washoe County	174,138,905	175,417,340	0.7%
Lake Tahoe*	45,394,777	45,078,060	(0.7%)
Elko County	68,249,836	68,494,996	0.4%
Carson Valley Area	24,306,446	24,102,878	(0.8%)
All other counties	39,279,151	40,960,476	4.3%
TOTAL (State)	\$ 2,717,734,417	\$ 2,825,170,101	4.0%

*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	2010	2011	PERCENT CHANGE
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%
October	3,937,190	4,072,897	3.4%
November	3,508,946	3,616,774	3.1%
December	3,405,532	3,510,191	3.1%

MONTH	2011	2012	PERCENT CHANGE
January	3,503,123	3,472,662	(0.9%)
February	3,254,734	3,410,841	4.8%
March	3,960,877	3,992,407	0.8%
TOTAL (Rolling 12 months)	44,373,063	45,867,032	3.4%

First Quarter 2012 Area Highlights

AREA	2011	2012	PERCENT CHANGE
McCarran Int. (Las Vegas)	9,646,201	9,938,740	3.0%
Reno/Tahoe Int.	947,798	816,968	(13.8%)
North Las Vegas	20,742	17,845	(14.0%)
Laughlin/Bullhead Int.	75,467	68,753	(8.9%)
Elko Airport	10,786	10,986	1.9%
Henderson Exec. Airport	17,740	22,618	27.5%
TOTAL (State)	10,718,734	10,875,910	1.5%

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	2010	2011	PERCENT CHANGE
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%)
October	1,821,422 *	1,811,090 *, **	(0.6%)
November	1,723,855 *	1,652,389 *, ****	(4.1%)
December	1,834,479 *	2,393,615 *	30.5%

MONTH	2011	2012	PERCENT CHANGE
January	1,715,820 *, ****	2,096,849 *	22.2%
February	1,647,855 *	2,024,654 *	22.9%
March	1,838,819 *	2,098,468 *	14.1%
TOTAL (Rolling 12 months)	23,970,832	24,203,987	1.0%

First Quarter 2012 Area Highlights

AREA	2011	2012	PERCENT CHANGE
I-15 at Primm/Jean	1,550,640	1,640,937	5.8%
I-15 at Mesquite	896,134	801,542	(10.6%)
I-80 at Verdi	- *	1,051,353 *	-
I-80 at Wells	123,131 ***	173,695	41.1%
All other entry points	2,632,589	2,552,444	(3.0%)
TOTAL (State)	5,202,494	6,219,971	19.6%

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 April 2010 through October 2011 do not contain any data. Effective 11/1/11, counter 312360 at the Garson Road Intch, will be used as proxy for Verdi traffic totals.

**Due to road construction/equipment failure at various other entry points, the respective traffic totals for April through September 2010 and July through October 2011 do not contain any data.

***Interstate 80 at Wells, traffic totals for June, July and September 2011 contain partial data. In addition, due to equipment failure, the traffic total for January 2011 does not contain any data.

****Due to equipment failure on Interstate 15 at Mesquite, the traffic totals for July and November 2011 do not contain any data.

Park Usage

The number of people visiting state and nearby national parks.

MONTH	2010	2011	PERCENT CHANGE
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	3,214,231	(5.8%)
September	2,760,760	2,608,907	(5.5%)
October	1,945,255	1,900,455	(2.3%)
November	1,317,897	1,198,062	(9.1%)
December	907,502	945,494	4.2%

MONTH	2011	2012	PERCENT CHANGE
January	867,738	879,816	1.4%
February	921,951	940,977	2.1%
March	1,443,159	1,422,933	(1.4%)
TOTAL (Rolling 12 months)	24,951,825	24,210,048	(3.0%)

First Quarter 2012 Area Highlights

AREA	2011	2012	PERCENT CHANGE
Nevada State Parks	376,374	372,009	(1.2%)
Great Basin Nat. Park	5,026	5,771	14.8%
Lake Mead Nat. Rec. Area	1,155,184	1,076,599	(6.8%)
Hoover Dam Visitor Center	173,318	167,898	(3.1%)
Grand Canyon Nat. Park	577,612	583,352	1.0%
Zion Nat. Park	301,762	313,224	3.8%
Bryce Canyon Nat. Park	112,550	126,014	12.0%
Death Valley Nat. Park	224,225	213,312	(4.9%)
Yosemite Nat. Park	306,797	385,547	25.7%
TOTAL (All Parks)	3,232,848	3,243,726	0.3%

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

301 Brounger Ave., P.O. Box 408
Tonopah, NV 89049
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WENDOVER AREA CHAMBER OF COMMERCE & TOURISM

735 Wendover Blvd., P.O. Box 2468
Wendover, NV 89883
775-664-3414 • 800-426-6862
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WINNEMUCCA CONVENTION & VISITORS BUREAU

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Nevada State Map

