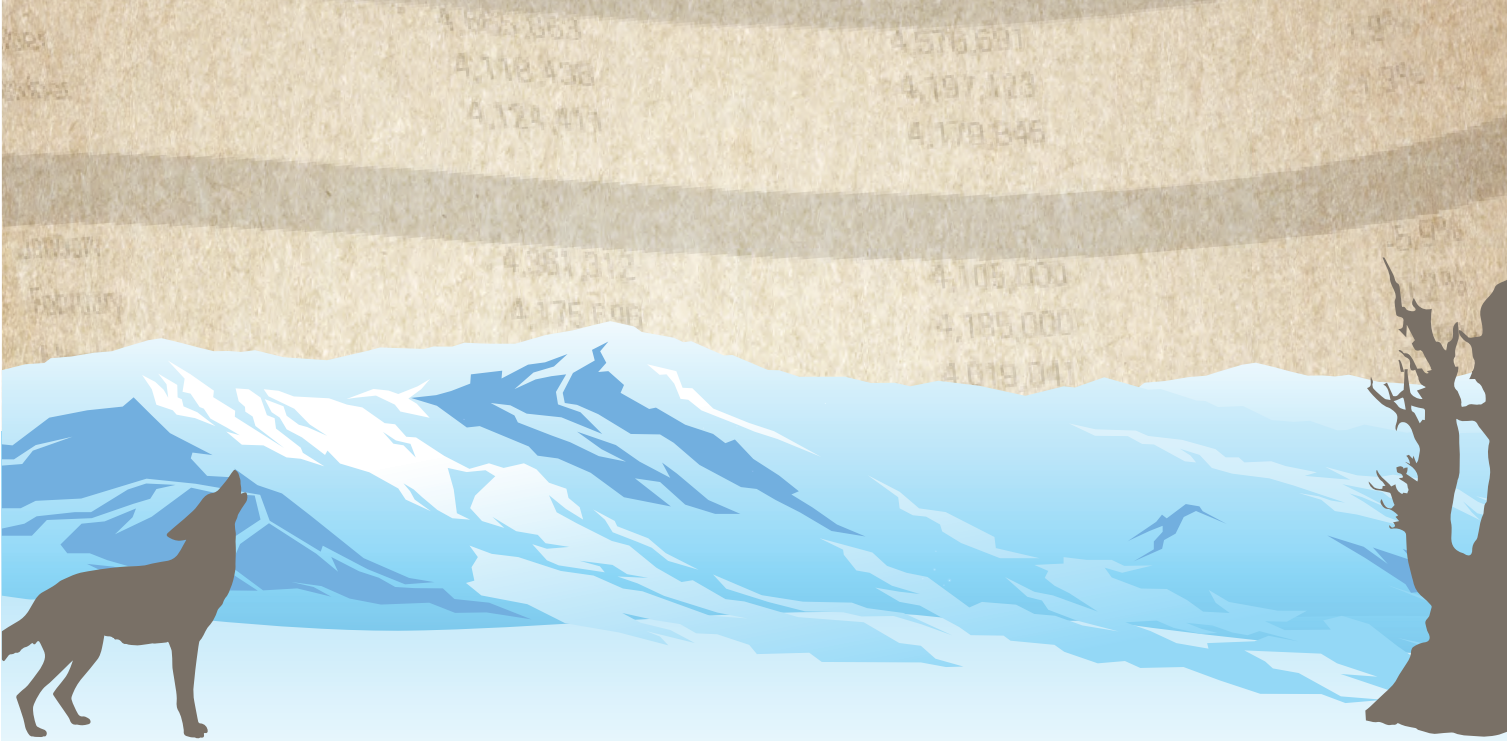


NEVADA

A WORLD WITHIN.
A STATE APART.

NUMBER OF VISITORS TO NEVADA



FIRST QUARTER * 2015 VOLUME XXIII

DISCOVER THE FACTS



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A Quarterly Report Published by the Nevada Division of Tourism

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TRAVELNEVADA.BIZ

ROOM TAX COLLECTIONS

Dollars shown represent 3/8 of 1 percent, the amount allocated to the state to promote tourism.

MONTH	2013	2014	PERCENT CHANGE
April	\$1,660,673	\$1,739,184	4.7%
May	1,666,030	1,912,782	14.8%
June	1,556,378	1,607,957	3.3%
July	1,516,466	1,623,779	7.1%
August	1,521,004	1,699,565	11.7%
September	1,530,232	1,642,800	7.4%
October	1,704,145	1,846,946	8.4%
November	1,424,781	1,531,700	7.5%
December	1,160,680	1,303,816	12.3%

MONTH	2014	2015	PERCENT CHANGE
January	1,659,124	1,882,794	13.5%
February	1,477,520	1,544,910	4.6%
March	2,025,167	1,873,518	(7.5%)
TOTAL (Rolling 12 months)	\$18,902,199	\$20,209,750	6.9%

First Quarter 2015 Area Highlights

AREA	2014	2015	PERCENT CHANGE
Clark County	\$4,827,989	\$4,952,754	2.6%
Washoe County	181,598	208,845	15.0%
Douglas County*	51,675	41,564	(19.6%)
Elko County	36,201	37,136	2.6%
Carson City	11,297	10,888	(3.6%)
All other counties	53,052	50,034	(5.7%)
TOTAL (State)	\$5,161,811	\$5,301,221	2.7%

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.

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.

VISITOR VOLUME

The number of visitors to Nevada.

MONTH	2013	2014	PERCENT CHANGE
April	4,439,486	4,549,456	2.5%
May	4,558,082	4,641,132	1.8%
June	4,684,024	4,688,504	0.1%
July	4,782,164	4,852,490	1.5%
August	4,619,120	4,731,477	2.4%
September	4,368,924	4,384,889	0.4%
October	4,415,870	4,577,714	3.7%
November	4,125,103	4,253,319	3.1%
December	3,854,626	4,073,182	5.7%

MONTH	2014	2015	PERCENT CHANGE
January	4,118,584	4,237,123	2.9%
February	3,922,928	3,980,836	1.5%
March	4,645,529	4,576,025	(1.5%)
TOTAL (Rolling 12 months)	52,534,439	53,546,147	1.9%

First Quarter 2015 Area Highlights

AREA	2013	2014	PERCENT CHANGE
Clark County:			
Las Vegas	10,207,958	10,176,869	(0.3%)
Laughlin	502,555	474,321	(5.6%)
Mesquite	309,668	317,726	2.6%
Washoe County	983,193	1,049,735	6.8%
All other counties	683,667	775,333	13.4%
TOTAL (State)	12,687,041	12,793,984	0.8%

Information contained throughout this publication is updated quarterly to reflect revisions to current and prior year's monthly data.

OCCUPANCY LEVEL

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

MONTH	2013	2014	NET CHANGE
April	81.7%	84.0%	2.3
May	81.4%	83.0%	1.6
June	83.6%	85.0%	1.4
July	83.7%	85.0%	1.3
August	81.1%	83.6%	2.5
September	80.8%	81.6%	0.8
October	81.3%	83.0%	1.7
November	75.7%	77.2%	1.5
December	67.8%	70.9%	3.1

MONTH	2013	2014	NET CHANGE
January	76.0%	76.0%	0.0
February	79.3%	79.9%	0.6
March	85.3%	83.1%	(2.2)
MONTHLY AVG (Rolling 12 months)	79.8%	81.0%	1.2

First Quarter 2015 Area Highlights

AREA	2013	2014	NET CHANGE
Clark County:			
Las Vegas	87.0%	85.0%	(2.0)
Laughlin	60.2%	63.6%	3.4
Mesquite	78.2%	78.5%	0.3
Lake Tahoe*	57.9%	67.7%	9.8
Washoe County	54.7%	59.1%	4.4
All other counties	55.3%	57.9%	2.6
QUARTER AVG (State)	80.2%	79.6%	(0.6)

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	2013	2014	PERCENT CHANGE
April	4,757,553	4,857,869	2.1%
May	4,895,682	4,975,098	1.6%
June	4,880,211	4,935,677	1.1%
July	5,039,217	5,088,080	1.0%
August	4,882,698	5,038,696	3.2%
September	4,714,379	4,737,773	0.5%
October	4,887,201	4,987,056	2.0%
November	4,419,996	4,489,752	1.6%
December	4,103,099	4,270,895	4.1%

MONTH	2014	2015	PERCENT CHANGE
January	4,584,476	4,556,155	(0.6%)
February	4,328,317	4,321,383	(0.2%)
March	5,160,177	4,977,739	(3.5%)
TOTAL (Rolling 12 months)	56,653,005	57,158,174	1.0%

First Quarter 2015 Area Highlights

AREA	2014	2015	PERCENT CHANGE
Clark County:			
Las Vegas	11,792,040	11,502,781	(2.5%)
Laughlin	560,173	561,836	0.3%
Mesquite	122,247	122,678	0.4%
Lake Tahoe*	122,582	107,759	(12.1%)
Washoe County	841,446	893,949	6.2%
All other counties	634,482	666,275	5.0%
TOTAL (State)	14,072,970	13,855,278	(1.5%)

*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	2013	2014	PERCENT CHANGE
April	194,177	192,841	(0.7%)
May	194,067	193,248	(0.4%)
June	194,677	193,523	(0.6%)
July	194,216	192,919	(0.7%)
August	194,164	194,469	0.2%
September	194,494	193,644	(0.4%)
October	193,968	193,712	(0.1%)
November	194,560	193,849	(0.4%)
December	195,077	194,312	(0.4%)

MONTH	2014	2015	PERCENT CHANGE
January	194,676	193,355	(0.7%)
February	194,870	193,233	(0.8%)
March	195,081	193,252	(0.9%)
END OF PERIOD	195,081	193,252	(0.9%)

First Quarter 2015 Area Highlights

AREA	2014	2015	PERCENT CHANGE
Clark County:			
Las Vegas	150,593	150,255	(0.2%)
Laughlin	10,333	9,777	(5.4%)
Mesquite	1,736	1,736	0.0%
Lake Tahoe*	2,353	1,748 **	(25.7%)
Washoe County	17,308	16,949	(2.1%)
All other counties	12,757	12,788	0.2%
END OF PERIOD (State)	195,081	193,252	(0.9%)

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of March 31, 2015.

*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 the closure of the Horizon Casino Resort Hotel for renovations.

GROSS GAMING REVENUE

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

MONTH	2013	2014	PERCENT CHANGE
April	\$854,287,265	\$851,977,864	(0.3%)
May	897,438,790	971,220,551	8.2%
June	793,058,748	906,851,820	14.3%
July	925,763,611	931,819,621	0.7%
August	955,231,128	920,291,644	(3.7%)
September	958,894,856	901,697,988	(6.0%)
October	954,319,752	913,643,062	(4.3%)
November	875,941,506	876,278,690	0.0%
December	1,034,017,069	950,692,053	(8.1%)

MONTH	2014	2015	PERCENT CHANGE
January	894,191,833	952,704,123	6.5%
February	926,086,899	916,086,085	(1.1%)
March	982,175,517	951,245,277	(3.1%)
TOTAL (Rolling 12 months)	\$11,051,406,974	\$11,044,508,778	(0.1%)

First Quarter 2015 Area Highlights

AREA	2014	2015	PERCENT CHANGE
Clark County:	\$2,448,388,805	\$2,461,439,598	0.5%
Strip	1,616,278,862	1,615,189,404	(0.1%)
Downtown	137,424,923	135,471,550	(1.4%)
Laughlin	127,220,272	131,882,495	3.7%
Mesquite	31,351,479	32,319,471	3.1%
County balance	546,113,269	546,576,678	0.1%
Washoe County	172,084,894	184,592,118	7.3%
Lake Tahoe*	44,370,864	43,625,867	(1.7%)
Elko County	67,035,287	69,290,053	3.4%
Carson Valley Area	22,776,113	23,836,932	4.7%
All other counties	37,798,286	37,250,917	(1.4%)
TOTAL (State)	\$2,802,454,249	\$2,820,035,485	0.6%

*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.

First Quarter

2015 VOLUME XXIII

CONVENTION ATTENDANCE

The number of delegates attending conventions in Nevada.

MONTH	2013	2014	PERCENT CHANGE
April	525,982	509,275	(3.2%)
May	437,126	567,608	29.8%
June	411,128	522,562	27.1%
July	329,771	355,985	7.9%
August	463,032	438,655	(5.3%)
September	400,278	403,296	0.8%
October	544,227	499,216	(8.3%)
November	452,485	417,544	(7.7%)
December	159,343	147,307	(7.6%)

MONTH	2014	2015	PERCENT CHANGE
January	655,671	696,962	6.3%
February	529,536	565,645	6.8%
March	683,779	570,779	(16.5%)
TOTAL (Rolling 12 months)	5,592,358	5,694,834	1.8%

First Quarter 2015 Area Highlights

AREA	2014	2015	PERCENT CHANGE
Clark County:			
Las Vegas	1,747,046	1,784,394	2.1%
Washoe County	69,611	21,670 *	(68.9%)
All other counties	31,075	27,322	(12.1%)
TOTAL (State)	1,847,732	1,833,386	(0.8%)

*Men's USBC Open Championship did not occur in 2015.

Laughlin convention attendance figures are no longer available as of October 2014. Historical monthly totals through September 2014 do include Laughlin data.

AIRPORT VOLUME

The number of passengers arriving and departing from Nevada's airports.

MONTH	2013	2014	PERCENT CHANGE
April	3,869,709	3,917,651	1.2%
May	4,098,145	4,105,194	0.2%
June	4,023,808	4,051,034	0.7%
July	4,037,993	4,106,507	1.7%
August	3,977,916	4,094,870	2.9%
September	3,797,979	3,892,069	2.5%
October	4,034,582	4,161,091	3.1%
November	3,573,680	3,643,714	2.0%
December	3,605,747	3,643,225	1.0%

MONTH	2014	2015	PERCENT CHANGE
January	3,566,532	3,589,186	0.6%
February	3,326,685	3,430,920	3.1%
March	4,104,970	4,180,532	1.8%
TOTAL (Rolling 12 months)	46,017,746	46,815,993	1.7%

First Quarter 2015 Area Highlights

AREA	2013	2014	PERCENT CHANGE
McCarran Int. (Las Vegas)	10,139,145	10,336,098	1.9%
Reno/Tahoe Int.	747,388	758,811	1.5%
North Las Vegas	12,761	7,301	(42.8%)
Laughlin/Bullhead Int.	64,732	67,523	4.3%
Elko Airport	8,716	7,909	(9.3%)
Henderson Exec. Airport	25,445	22,996	(9.6%)
TOTAL (State)	10,998,187	11,200,638	1.8%

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

First Quarter

2015 VOLUME XXIII

VEHICLE TRAFFIC COUNTS

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

MONTH	2013	2014	PERCENT CHANGE
April	2,244,347	2,375,810	5.9%
May	2,341,960 *	2,531,961	8.1%
June	2,712,131	2,758,036	1.7%
July	3,069,624	3,101,355	1.0%
August	2,980,429	3,047,480	2.2%
September	2,321,200 *,**	2,459,962	6.0%
October	2,392,760	2,509,827	4.9%
November	2,160,967	2,326,184	7.6%
December	2,348,231	2,372,875	1.0%

MONTH	2014	2015	PERCENT CHANGE
January	2,148,978	2,296,827	6.9%
February	1,997,934	2,151,932	7.7%
March	2,229,429	2,400,807	7.7%
TOTAL (Rolling 12 months)	28,947,990	30,333,056	4.8%

First Quarter 2015 Area Highlights

AREA	2014	2015	PERCENT CHANGE
I-15 at Primm/Jean	1,654,113	1,753,123	6.0%
I-15 at Mesquite	922,729	992,805	7.6%
I-80 at Verdi	1,024,470	1,123,324	9.6%
I-80 at Wells	179,261	197,778	10.3%
All other entry points	2,595,768	2,782,536	7.2%
TOTAL (State)	6,376,341	6,849,566	7.4%

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

*Due to road construction/equipment failure at various other entry points, the respective traffic totals for May 2013 and September 2013 do not contain any data.

**Due to equipment failure on Interstate 80 at Wells, the traffic total for September 2013 does not contain any data.

PARK USAGE

The number of people visiting state and nearby national parks.

MONTH	2013	2014	PERCENT CHANGE
April	2,086,110	2,004,182	(3.9%)
May	2,648,818	2,541,756	(4.0%)
June	3,245,968	3,070,635	(5.4%)
July	3,531,317	3,527,211	(0.1%)
August	3,062,058 *	3,568,958	16.6%
September	2,631,499	2,888,038	9.7%
October	1,401,190 **	2,200,424	57.0%
November	1,258,826	1,352,616	7.5%
December	1,004,435	1,383,352	37.7%

MONTH	2014	2015	PERCENT CHANGE
January	958,906	1,165,586	21.6%
February	1,009,006	1,348,188	33.6%
March	1,640,107	2,040,526	24.4%
TOTAL (Rolling 12 months)	24,478,240	27,091,472	10.7%

First Quarter 2015 Area Highlights

AREA	2014	2015	PERCENT CHANGE
Nevada State Parks	451,949	451,033	(0.2%)
Great Basin Nat. Park	5,089	6,402	25.8%
Lake Mead Nat. Rec. Area	1,128,520	1,667,863	47.8%
Hoover Dam Visitor Center	161,034	150,865	(6.3%)
Grand Canyon Nat. Park	712,140	863,337	21.2%
Zion Nat. Park	377,311	481,150	27.5%
Bryce Canyon Nat. Park	159,413	181,409	13.8%
Death Valley Nat. Park	224,705	274,606	22.2%
Yosemite Nat. Park	387,858	477,635	23.1%
TOTAL (All Parks)	3,608,019	4,554,300	26.2%

*Yosemite National Park visitation impacted by the Rim Fire.

**Visitation impacted by the federal government shutdown during the first sixteen days of October 2013.

First Quarter

2015 VOLUME XXIII

INFORMATION SOURCES

CARSON CITY CONVENTION & VISITORS BUREAU

716 N. Carson Street
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.mineralcounty-chamber.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: 702-892-7547 • www.LasVegas.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

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Fax: 775-623-5087 • www.winnemucca.org

NEVADA STATE MAP

