

NEVADA

A WORLD WITHIN.
A STATE APART.

NUMBER OF VISITORS TO NEVADA

Month	2015	2016	% Change
December	4,665,863	4,576,691	-1.9%
November	4,748,438	4,197,123	-11.9%
October	4,124,411	4,179,846	+1.3%
September	4,115,000	4,115,000	0%
August	4,115,000	4,115,000	0%
July	4,115,000	4,115,000	0%
June	4,115,000	4,115,000	0%
May	4,115,000	4,115,000	0%
April	4,115,000	4,115,000	0%
March	4,115,000	4,115,000	0%
February	4,361,312	4,105,000	-5.9%
January	4,175,606	4,185,000	+0.2%
Total	46,190,411	46,190,411	0%



FIRST QUARTER * 2016 VOLUME XXIV **DISCOVER THE FACTS**

Region	2015	2016	% Change
Clark County	10,000,000	10,000,000	0%
Las Vegas	786,536	319,630	-19.1%
Laughlin	395,323	1,294,446	+8.1%
Primm	1,424,359	1,668,000	+6.4%
Mesquite	1,783,000	13,387,491	+7.0%
Other counties	14,389,533	14,389,533	0%
State!	46,190,411	46,190,411	0%

Governor

Brian Sandoval

Lt. Governor • Chair

Mark A. Hutchison

Nevada Commission on Tourism

Commissioners*

Cindy L. Carano, Vice Chair

Julia Arger

Richard Arnold

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Dallas Haun

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Don Newman

Rossi Ralenkotter

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Bob Stoldal

Mike Vaswani

John Wagnon

**Represents the commission January through March 2016.*

Director

Claudia Vecchio

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	2014	2015	PERCENT CHANGE
April	\$1,739,184	\$1,856,835	6.8%
May	1,912,782	2,083,224	8.9%
June	1,607,957	1,579,811	(1.8%)
July	1,623,779	1,798,254	10.7%
August	1,699,565	1,785,675	5.1%
September	1,642,800	1,918,924	16.8%
October	1,846,946	2,174,109	17.7%
November	1,531,700	1,762,683	15.1%
December	1,303,813	1,462,648	12.2%

MONTH	2015	2016	PERCENT CHANGE
January	1,882,794	2,087,230	10.9%
February	1,544,910	1,718,366	11.2%
March	1,873,514	1,981,152	5.7%
TOTAL (Rolling 12 months)	\$20,209,744	\$22,208,910	9.9%

First Quarter 2016 Area Highlights

AREA	2015	2016	PERCENT CHANGE
Clark County	\$4,952,754	\$5,369,055	8.4%
Washoe County	208,845	248,546	19.0%
Douglas County*	41,564	70,064	68.6%
Elko County	37,136	36,405	(2.0%)
Carson City	10,888	10,615	(2.5%)
All other counties	50,030	52,062	4.1%
TOTAL (State)	\$5,301,218	\$5,786,748	9.2%

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.

VISITOR VOLUME

The number of visitors to Nevada.

MONTH	2014	2015	PERCENT CHANGE
April	4,549,456	4,630,665	1.8%
May	4,641,132	4,785,884	3.1%
June	4,688,504	4,765,302	1.6%
July	4,852,490	5,102,989	5.2%
August	4,731,477	4,802,868	1.5%
September	4,384,889	4,630,955	5.6%
October	4,577,714	4,841,855	5.8%
November	4,253,319	4,405,099	3.6%
December	4,073,182	4,246,448	4.3%

MONTH	2015	2016	PERCENT CHANGE
January	4,237,123	4,382,832	3.4%
February	3,980,836	4,228,664	6.2%
March	4,576,025	4,800,575	4.9%
TOTAL (Rolling 12 months)	53,546,147	55,624,134	3.9%

First Quarter 2016 Area Highlights

AREA	2015	2016	PERCENT CHANGE
Clark County:			
Las Vegas	10,176,869	10,530,263	3.5%
Laughlin	474,321	473,633	(0.1%)
Mesquite	317,726	349,118	9.9%
Washoe County	1,049,735	1,085,057	3.4%
All other counties	775,333	974,000	25.6%
TOTAL (State)	12,793,984	13,412,071	4.8%

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	2014	2015	NET CHANGE
April	84.0%	83.1%	(0.9)
May	83.0%	85.4%	2.4
June	85.0%	85.3%	0.3
July	85.1%	87.2%	2.1
August	83.6%	84.0%	0.4
September	81.5%	84.8%	3.3
October	83.0%	86.5%	3.5
November	77.2%	78.8%	1.6
December	70.9%	72.4%	1.5

MONTH	2015	2016	NET CHANGE
January	76.0%	76.8%	0.8
February	79.7%	80.7%	1.0
March	83.1%	85.1%	2.0
MONTHLY AVG (Rolling 12 months)	81.0%	82.5%	1.5

First Quarter 2016 Area Highlights

AREA	2014	2015	NET CHANGE
Clark County:			
Las Vegas	85.0%	87.5%	2.5
Laughlin	63.6%	62.3%	(1.3)
Mesquite	78.5%	81.6%	3.1
Lake Tahoe*	67.7%	63.4%	(4.3)
Washoe County	59.1%	60.0%	0.9
All other counties	56.7%	49.9%	(6.8)
QUARTER AVG (State)	79.6%	80.9%	1.3

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	2014	2015	PERCENT CHANGE
April	4,857,869	4,839,493	(0.4%)
May	4,975,098	5,093,579	2.4%
June	4,935,677	4,929,882	(0.1%)
July	5,088,080	5,214,441	2.5%
August	5,039,090	5,016,092	(0.5%)
September	4,737,950	4,916,508	3.8%
October	4,987,698	5,175,904	3.8%
November	4,489,884	4,563,681	1.6%
December	4,270,953	4,352,743	1.9%

MONTH	2015	2016	PERCENT CHANGE
January	4,553,354	4,600,591	1.0%
February	4,310,413	4,526,346	5.0%
March	4,977,935	5,106,182	2.6%
TOTAL (Rolling 12 months)	57,224,001	58,335,443	1.9%

First Quarter 2016 Area Highlights

AREA	2015	2016	PERCENT CHANGE
Clark County:			
Las Vegas	11,502,781	11,882,290	3.3%
Laughlin	561,836	568,064	1.1%
Mesquite	122,678	127,144	3.6%
Lake Tahoe*	107,759	135,078	25.4%
Washoe County	893,949	930,329	4.1%
All other counties	652,698	590,214	(9.6%)
TOTAL (State)	13,841,701	14,233,119	2.8%

*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	2014	2015	PERCENT CHANGE
January	192,841	194,052	0.6%
February	193,248	192,348	(0.5%)
March	193,523	192,754	(0.4%)
April	192,919	192,791	(0.1%)
May	194,484	192,742	(0.9%)
June	193,774	193,230	(0.3%)
July	193,910	192,989	(0.5%)
August	193,906	193,034	(0.4%)
September	194,330	193,981	(0.2%)

MONTH	2015	2016	PERCENT CHANGE
January	193,355	193,198	(0.1%)
February	193,233	193,335	0.1%
March	193,252	193,529	0.1%
END OF PERIOD	193,252	193,529	0.1%

First Quarter 2016 Area Highlights

AREA	2015	2016	PERCENT CHANGE
Clark County:			
Las Vegas	150,255	149,262	(0.7%)
Laughlin	9,777	10,020	2.5%
Mesquite	1,736	1,712	(1.4%)
Lake Tahoe*	1,748	2,341	33.9%
Washoe County	16,949	17,198	1.5%
All other counties	12,788	12,996	1.6%
END OF PERIOD (State)	193,252	193,529	0.1%

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of March 31, 2016.

*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.

GROSS GAMING REVENUE

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

MONTH	2014	2015	PERCENT CHANGE
April	\$851,977,864	\$897,925,088	5.4%
May	971,220,551	1,003,548,229	3.3%
June	906,851,820	830,940,223	(8.4%)
July	931,875,047	922,886,804	(1.0%)
August	921,016,032	908,240,073	(1.4%)
September	902,607,140	916,350,473	1.5%
October	913,642,222	887,577,506	(2.9%)
November	876,244,082	944,265,844	7.8%
December	950,594,005	982,060,730	3.3%

MONTH	2015	2016	PERCENT CHANGE
January	952,665,049	925,316,080	(2.9%)
February	916,087,062	989,818,839	8.0%
March	951,187,037	922,272,001	(3.0%)
TOTAL (Rolling 12 months)	\$11,045,967,911	\$11,131,201,890	0.8%

First Quarter 2016 Area Highlights

AREA	2015	2016	PERCENT CHANGE
Clark County:	\$2,461,397,873	\$2,470,529,179	0.4%
Strip	1,615,060,814	1,589,351,134	(1.6%)
Downtown	135,447,352	143,981,728	6.3%
Laughlin	131,992,246	134,177,093	1.7%
Mesquite	32,319,471	32,857,184	1.7%
County balance	546,577,990	570,162,042	4.3%
Washoe County	184,480,882	188,495,053	2.2%
Lake Tahoe*	43,618,807	48,745,975	11.8%
Elko County	69,351,418	68,300,771	(1.5%)
Carson Valley Area	23,781,194	24,047,340	1.1%
All other counties	37,308,974	37,288,600	(0.1%)
TOTAL (State)	\$2,819,939,148	\$2,837,406,920	0.6%

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First Quarter

2016 VOLUME XXIV

CONVENTION ATTENDANCE

The number of delegates attending conventions in Nevada.

MONTH	2014	2015	PERCENT CHANGE
April	509,275	568,141	11.6%
May	567,608	511,432	(9.9%)
June	522,562	425,828	(18.5%)
July	355,985	336,316	(5.5%)
August	438,655	598,132	36.4%
September	403,296	547,502	35.8%
October	499,216	648,289	29.9%
November	417,544	572,986	37.2%
December	172,833	250,203	44.8%

MONTH	2015	2016	PERCENT CHANGE
January	696,962	798,190	14.5%
February	565,645	631,041	11.6%
March	570,779	706,627	23.8%
TOTAL (Rolling 12 months)	5,720,360	6,594,687	15.3%

First Quarter 2016 Area Highlights

AREA	2015	2016	PERCENT CHANGE
Clark County:			
Las Vegas	1,784,394	2,044,229	14.6%
Washoe County	21,670	49,494 *	128.4%
All other counties	27,322	42,135	54.2%
TOTAL (State)	1,833,386	2,135,858	16.5%

*Men's USBC Open Championship took place in 2016.

AIRPORT VOLUME

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

MONTH	2014	2015	PERCENT CHANGE
April	3,917,651	4,079,084	4.1%
May	4,105,194	4,307,053	4.9%
June	4,051,034	4,265,573	5.3%
July	4,106,507	4,448,631	8.3%
August	4,094,870	4,380,048	7.0%
September	3,892,069	4,111,301	5.6%
October	4,161,091	4,441,399	6.7%
November	3,652,543	4,028,278	10.3%
December	3,656,404	3,976,879	8.8%

MONTH	2015	2016	PERCENT CHANGE
January	3,589,186	3,843,144	7.1%
February	3,430,920	3,745,373	9.2%
March	4,180,532	4,420,043	5.7%
TOTAL (Rolling 12 months)	46,838,001	50,046,806	6.9%

First Quarter 2016 Area Highlights

AREA	2015	2016	PERCENT CHANGE
McCarran Int. (Las Vegas)	10,336,098	11,069,877	7.1%
Reno/Tahoe Int.	758,811	841,649	10.9%
North Las Vegas	7,301	3,131	(57.1%)
Laughlin/Bullhead Int.	67,523	63,687	(5.7%)
Elko Airport	7,909	6,301	(20.3%)
Henderson Exec. Airport	22,996	23,915	4.0%
TOTAL (State)	11,200,638	12,008,560	7.2%

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

First Quarter

2016 VOLUME XXIV

VEHICLE TRAFFIC COUNTS

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

MONTH	2014	2015	PERCENT CHANGE
April	2,375,810	2,488,053	4.7%
May	2,531,961	2,681,778	5.9%
June	2,758,036	2,933,149	6.3%
July	3,101,355	3,321,812	7.1%
August	3,047,480	3,092,279	1.5%
September	2,459,962	2,744,120	11.6%
October	2,508,950	2,548,163	1.6%
November	2,326,184	1,868,542 *	(19.7%)
December	2,372,875	2,088,239 *	(12.0%)

MONTH	2015	2016	PERCENT CHANGE
January	2,296,827	2,003,416 *	(12.8%)
February	2,151,932	2,331,832	8.4%
March	2,400,807	2,452,377	2.1%
TOTAL (Rolling 12 months)	30,332,179	30,553,760	0.7%

First Quarter 2016 Area Highlights

AREA	2014	2015	PERCENT CHANGE
I-15 at Primm/Jean	1,753,123	1,844,009	5.2%
I-15 at Mesquite	992,805	1,053,493	6.1%
I-80 at Verdi	1,123,324	781,677 *	(30.4%)
I-80 at Wells	197,778	202,869	2.6%
All other entry points	2,782,536	2,905,577	4.4%
TOTAL (State)	6,849,566	6,787,625	(0.9%)

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

*Due to equipment failure on Interstate 80 at Verdi, the traffic totals for November 2015 and January 2016 do not contain any data.

PARK USAGE

The number of people visiting state and nearby national parks.

MONTH	2014	2015	PERCENT CHANGE
April	2,004,182	2,380,483	18.8%
May	2,541,756	2,844,764	11.9%
June	3,052,582	3,406,870	11.6%
July	3,527,211	3,700,274	4.9%
August	3,568,958	3,647,337	2.2%
September	2,888,038	2,980,887	3.2%
October	2,199,035	2,350,672	6.9%
November	1,353,709	1,382,561	2.1%
December	1,384,103	1,171,224	(15.4%)

MONTH	2015	2016	PERCENT CHANGE
January	1,166,404	1,121,803	(3.8%)
February	1,348,188	1,505,439	11.7%
March	2,040,525	2,479,579	21.5%
TOTAL (Rolling 12 months)	27,074,691	28,971,893	7.0%

First Quarter 2016 Area Highlights

AREA	2015	2016	PERCENT CHANGE
Nevada State Parks	451,852	557,687	23.4%
Great Basin Nat. Park	6,402	3,030 *	(52.7%)
Lake Mead Nat. Rec. Area	1,667,863	1,658,594	(0.6%)
Hoover Dam Visitor Center	150,865	167,180	10.8%
Grand Canyon Nat. Park	863,336	922,616	6.9%
Zion Nat. Park	481,150	555,021	15.4%
Bryce Canyon Nat. Park	181,409	195,346	7.7%
Death Valley Nat. Park	274,605	392,256	42.8%
Yosemite Nat. Park	477,635	655,091	37.2%
TOTAL (All Parks)	4,555,117	5,106,821	12.1%

*Does not include March data as it was not available.

First Quarter

2016 VOLUME XXIV

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

50 W. Winnemucca Blvd., Winnemucca, NV 89445
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NEVADA STATE MAP

