



NEVADA
COMMISSION
ON TOURISM

Fourth 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%
	4,124,411	4,197,123	1.7%
		4,179,846	-1.6%
January			
February	4,361,312		
March	4,175,696	4,105,000	-1.7%
April	4,910,243	4,185,000	-14.9%
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%
	4,855,796	4,642,005	-4.6%
September	4,582,332	4,681,991	2.2%
TOTAL	54,100,292	4,962,495	-9.0%
		5,588,500	11.3%
County:	1,000,300	5,776,104	-8.2%
Vegas	786,531	3,835,251	-7.5%
Lin	395,323	3,000,000	-19.1%
ite	1,424,300	1,294,446	-9.1%
nty	1,783,000	1,668,000	-6.4%
nties	14,389,533	13,387,491	-7.0%

Discover *the* Facts

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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	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	4,741,356	2.3%
August	4,501,286	4,574,685	1.6%
September	4,255,862	4,420,427	3.9%
October	4,353,662	4,349,443	(0.1%)
November	3,813,331	3,875,437	1.6%
December	3,815,173	3,806,348	(0.2%)
TOTAL	50,116,893	51,372,307	2.5%

Fourth Quarter 2011 Area Highlights

AREA	2010	2011	PERCENT CHANGE
Clark County:			
Las Vegas	9,151,361	9,406,086	2.8%
Laughlin	522,645	479,194	(8.3%)
Mesquite	248,783	229,921	(7.6%)
Washoe County	960,043	973,361	1.4%
All other counties	1,099,333	942,667	(14.3%)
TOTAL (State)	11,982,165	12,031,229	0.4%

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
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	459,957	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%)
TOTAL	5,250,466	5,591,878	6.5%

Fourth Quarter 2011 Area Highlights

AREA	2010	2011	PERCENT CHANGE
Clark County:			
Las Vegas	946,966	990,551	4.6%
Laughlin	19,281	15,495	(19.6%)
Washoe County	18,073	24,864	37.6%
All other counties	90,024	78,462	(12.8%)
TOTAL (State)	1,074,344	1,109,372	3.3%

Occupancy Level

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

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
October	80.1%	80.8%	0.7
November	72.4%	72.6%	0.2
December	67.3%	67.8%	0.5
MONTHLY AVG	76.0%	78.8%	2.8

Fourth Quarter 2011 Area Highlights

AREA	2010	2011	NET CHANGE
Clark County:			
Las Vegas	78.1%	79.3%	1.2
Laughlin	57.4%	53.3%	(4.1)
Mesquite	80.2%	73.0%	(7.2)
Lake Tahoe*	55.1%	53.9%	(1.2)
Washoe County	54.1%	53.7%	(0.4)
All other counties	57.9%	55.6%	(2.3)
QUARTER AVG (State)	73.3%	73.7%	0.4

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
January	3,926,133	4,366,905	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	5,064,571	4.7%
August	4,707,084	4,844,199	2.9%
September	4,547,830	4,779,847	5.1%
October	4,764,556	4,870,162	2.2%
November	4,115,287	4,246,600	3.2%
December	4,036,724	4,096,834	1.5%
TOTAL	53,491,529	55,779,870	4.3%

Fourth Quarter 2011 Area Highlights

AREA	2010	2011	PERCENT CHANGE
Clark County:			
Las Vegas	10,601,554	10,971,246	3.5%
Laughlin	546,439	507,140	(7.2%)
Mesquite	130,373	118,289	(9.3%)
Lake Tahoe*	111,933	114,970	2.7%
Washoe County	853,642	855,491	0.2%
All other counties	672,626	646,460	(3.9%)
TOTAL (State)	12,916,567	13,213,596	2.3%

*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
January	193,475	193,258	(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%
October	191,914	194,543	1.4%
November	189,488	195,022	2.9%
December	193,488	194,800	0.7%
END OF PERIOD	193,488	194,800	0.7%

Fourth Quarter 2011 Area Highlights

AREA	2010	2011	PERCENT CHANGE
Clark County:			
Las Vegas	148,935	150,161	0.8%
Laughlin	10,350	10,334	(0.2%)
Mesquite	1,767	1,763	(0.2%)
Lake Tahoe*	2,354	2,252	(4.3%)
Washoe County	17,449	17,655	1.2%
All other counties	12,633	12,635	0.0%
END OF PERIOD (State)	193,488	194,800	0.7%

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

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
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%
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%
TOTAL	\$ 14,409,619	\$ 16,865,108	17.0%

Fourth Quarter 2011 Area Highlights

AREA	2010	2011	PERCENT CHANGE
Clark County	\$ 3,124,769	\$ 3,660,532	17.1%
Washoe County	166,762	180,220	8.1%
Douglas County*	40,311	45,990	14.1%
Elko County	35,904	40,657	13.2%
Carson City	9,362	9,198	(1.8%)
All other counties	56,220	55,242	(1.7%)
TOTAL (State)	\$ 3,433,328	\$ 3,991,839	16.3%

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
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%)
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%
TOTAL	\$ 10,404,669,729	\$ 10,701,174,865	2.8%

Fourth Quarter 2011 Area Highlights

AREA	2010	2011	PERCENT CHANGE
Clark County:	\$ 2,206,800,487	\$ 2,350,755,746	6.5%
Strip	1,449,500,397	1,574,253,682	8.6%
Downtown	122,647,613	125,709,436	2.5%
Laughlin	113,384,863	108,589,662	(4.2%)
Mesquite	29,091,141	29,888,163	2.7%
County balance	492,176,475	512,314,801	4.1%
Washoe County	175,601,589	175,510,911	(0.1%)
Lake Tahoe*	42,764,840	43,089,167	0.8%
Elko County	60,456,013	63,777,065	5.5%
Carson Valley Area	24,247,574	24,387,667	0.6%
All other counties	39,296,051	38,972,813	(0.8%)
TOTAL (State)	\$ 2,549,166,556	\$ 2,696,493,367	5.8%

*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.

Airport Volume

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

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%
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%
TOTAL	44,062,870	45,709,856	3.7%

Fourth Quarter 2011 Area Highlights

AREA	2010	2011	PERCENT CHANGE
McCarran Int. (Las Vegas)	9,863,225	10,267,518	4.1%
Reno/Tahoe Int.	878,006	826,318	(5.9%)
North Las Vegas	28,712	22,557	(21.4%)
Laughlin/Bullhead Int.	52,199	49,184	(5.8%)
Elko Airport	10,930	11,115	1.7%
Henderson Exec. Airport	18,596	23,170	24.6%
TOTAL (State)	10,851,668	11,199,862	3.2%

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
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%)
October	1,821,422 *	1,811,090 **, **	(0.6%)
November	1,723,855 *	1,305,797 **, ****	(24.3%)
December	1,834,479 *	1,977,454 *	7.8%
TOTAL	24,004,047	22,423,757	(6.6%)

Fourth Quarter 2011 Area Highlights

AREA	2010	2011	PERCENT CHANGE
I-15 at Primm/Jean	1,512,310	1,649,693	9.1%
I-15 at Mesquite	934,752	555,532 ****	(40.6%)
I-80 at Verdi	- *	- *	-
I-80 at Wells	224,316	207,393	(7.5%)
All other entry points	2,708,378	2,681,723 **	(1.0%)
TOTAL (State)	5,379,756	5,094,341	(5.3%)

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 December 2011 do not contain any data.

**Due to road construction/equipment failure at various other entry points, the respective traffic totals for January 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.

****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
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	3,214,231	(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%
TOTAL	25,212,502	24,179,097	(4.1%)

Fourth Quarter 2011 Area Highlights

AREA	2010	2011	PERCENT CHANGE
Nevada State Parks	405,451	414,371	2.2%
Great Basin Nat. Park	12,417	12,563	1.2%
Lake Mead Nat. Rec. Area	1,397,194	1,205,946	(13.7%)
Hoover Dam Visitor Center	177,605	174,552	(1.7%)
Grand Canyon Nat. Park	762,739	731,972	(4.0%)
Zion Nat. Park	454,809	501,241	10.2%
Bryce Canyon Nat. Park	195,043	207,109	6.2%
Death Valley Nat. Park	139,079	145,657	4.7%
Yosemite Nat. Park	626,317	650,600	3.9%
TOTAL (All Parks)	4,170,654	4,044,011	(3.0%)

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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WENDOVER AREA CHAMBER OF COMMERCE & TOURISM

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WINNEMUCCA CONVENTION & VISITORS BUREAU

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Nevada State Map

