



NEVADA
COMMISSION
ON TOURISM

Fourth Quarter 2013 VOLUME XXI

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	-10.2%
August	4,124,411	4,197,123	-1.7%
July		4,179,846	
June			
May	4,361,312		
April	4,175,696	4,105,000	1.6%
March	4,910,243	4,185,000	17.2%
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	11.5%
October	4,642,005		
September	4,681,499		
August	4,773,495		
July	5,172,495		
June	5,172,495	5,202,508	-0.6%
May			
April			
March			
February			
January			
December			
November			
October			
County:	10,000,300	10,000,164	0.1%
Las Vegas	786,530	735,267	6.9%
Clark	395,325	319,630	19.0%
Washoe	1,424,359	1,294,446	9.3%
Other	1,783,000	1,668,000	6.4%
State	14,389,533	13,387,491	7.0%

Discover *the* Facts

NUMBER OF VISITORS TO NEVADA

Governor
Brian Sandoval

Lt. Governor • Chair
Brian K. Krolicki

Nevada Commission on Tourism

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A Quarterly Report Published by the Nevada Commission on Tourism

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TravelNevada.biz

Month	2019	2020	% Change
October	4,576,691	4,179,846	-1.9%
November	4,197,123	4,179,846	1.9%
December	4,179,846	4,179,846	1.3%
January	4,179,846	4,179,846	1.3%
February	4,179,846	4,179,846	1.3%
March	4,179,846	4,179,846	1.3%
April	4,179,846	4,179,846	1.3%
May	4,179,846	4,179,846	1.3%
June	4,179,846	4,179,846	1.3%
July	4,179,846	4,179,846	1.3%
August	4,179,846	4,179,846	1.3%
September	4,179,846	4,179,846	1.3%
YTD	4,179,846	4,179,846	1.3%

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



Room Tax Collections

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

MONTH	2012	2013	PERCENT CHANGE
January	\$1,470,241	\$1,501,804	2.1%
February	1,369,010	1,265,250	(7.6%)
March	1,498,475	1,627,913	8.6%
April	1,508,590	1,660,673	10.1%
May	1,599,746	1,666,030	4.1%
June	1,520,600	1,556,378	2.4%
July	1,349,588	1,516,503	12.4%
August	1,389,126	1,521,066	9.5%
September	1,563,227	1,530,337	(2.1%)
October	1,681,900	1,704,209	1.3%
November	1,224,408	1,424,769	16.4%
December	1,159,176	1,154,685	(0.4%)
TOTAL (Rolling 12 months)	\$17,334,084	\$18,129,617	4.6%

Fourth Quarter 2013 Area Highlights

AREA	2012	2013	PERCENT CHANGE
Clark County	\$3,731,615	\$3,945,563	5.7%
Washoe County	178,087	187,382	5.2%
Douglas County*	47,391	42,813	(9.7%)
Elko County	41,625	37,458	(10.0%)
Carson City	9,821	12,468	27.0%
All other counties	56,945	57,979	1.8%
TOTAL (State)	\$4,065,483	\$4,283,663	5.4%

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	2012	2013	PERCENT CHANGE
January	3,903,643	3,881,718	(0.6%)
February	3,916,646	3,844,787	(1.8%)
March	4,516,278	4,524,383	0.2%
April	4,440,519	4,439,486	(0.0%)
May	4,564,576	4,558,082	(0.1%)
June	4,692,091	4,684,024	(0.2%)
July	4,727,413	4,782,164	1.2%
August	4,628,755	4,619,120	(0.2%)
September	4,463,045	4,368,924	(2.1%)
October	4,451,967	4,415,870	(0.8%)
November	3,926,030	4,125,103	5.1%
December	3,929,051	3,854,626	(1.9%)
TOTAL (Rolling 12 months)	52,160,013	52,098,286	(0.1%)

Fourth Quarter 2013 Area Highlights

AREA	2012	2013	PERCENT CHANGE
Clark County:			
Las Vegas	9,664,142	9,671,835	0.1%
Laughlin	441,872	445,073	0.7%
Mesquite	222,524	247,193	11.1%
Washoe County	991,376	1,035,164	4.4%
All other counties	987,133	996,333	0.9%
TOTAL (State)	12,307,047	12,395,598	0.7%

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	2012	2013	NET CHANGE
January	71.8%	71.8%	0.0
February	76.4%	78.2%	1.8
March	82.2%	82.8%	0.6
April	81.1%	81.7%	0.6
May	80.8%	81.4%	0.6
June	83.6%	83.6%	0.0
July	83.7%	83.7%	0.0
August	81.1%	81.1%	0.0
September	82.5%	80.8%	(1.7)
October	82.8%	81.4%	(1.4)
November	73.5%	75.9%	2.4
December	69.6%	68.0%	(1.6)
MONTHLY AVG (Rolling 12 months)	79.1%	79.2%	0.1

Fourth Quarter 2013 Area Highlights

AREA	2012	2013	NET CHANGE
Clark County:			
Las Vegas	81.6%	81.2%	(0.4)
Laughlin	50.2%	51.8%	1.6
Mesquite	64.9%	67.6%	2.7
Lake Tahoe*	54.5%	52.2%	(2.3)
Washoe County	53.1%	55.8%	2.7
All other counties	57.0%	52.9%	(4.1)
QUARTER AVG (State)	75.3%	75.1%	(0.2)

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	2012	2013	PERCENT CHANGE
January	4,339,342	4,337,943	(0.0%)
February	4,325,524	4,257,700	(1.6%)
March	4,982,882	5,004,957	0.4%
April	4,748,198	4,757,553	0.2%
May	4,889,943	4,895,686	0.1%
June	4,890,827	4,880,211	(0.2%)
July	5,047,798	5,039,217	(0.2%)
August	4,887,028	4,882,598	(0.1%)
September	4,827,477	4,714,379	(2.3%)
October	4,998,022	4,896,818	(2.0%)
November	4,290,609	4,427,295	3.2%
December	4,214,916	4,111,959	(2.4%)
TOTAL (Rolling 12 months)	56,442,565	56,206,314	(0.4%)

Fourth Quarter 2013 Area Highlights

AREA	2012	2013	PERCENT CHANGE
Clark County:			
Las Vegas	11,287,237	11,225,705	(0.5%)
Laughlin	477,344	492,017	3.1%
Mesquite	104,791	107,959	3.0%
Lake Tahoe*	118,076	113,006	(4.3%)
Washoe County	848,058	876,747	3.4%
All other counties	668,041	620,638	(7.1%)
TOTAL (State)	13,503,547	13,436,072	(0.5%)

*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	2012	2013	PERCENT CHANGE
January	195,057	194,844	(0.1%)
February	195,171	194,501	(0.3%)
March	195,534	194,998	(0.3%)
April	195,227	194,177	(0.5%)
May	195,170	194,067	(0.6%)
June	195,027	194,659	(0.2%)
July	194,505	194,216	(0.1%)
August	194,488	194,164	(0.2%)
September	195,006	194,494	(0.3%)
October	194,615	193,968	(0.3%)
November	194,567	194,560	(0.0%)
December	195,352	195,077	(0.1%)
END OF PERIOD	195,352	195,077	(0.1%)

Fourth Quarter 2013 Area Highlights

AREA	2012	2013	PERCENT CHANGE
Clark County:			
Las Vegas	150,481	150,593	0.1%
Laughlin	10,333	10,333	0.0%
Mesquite	1,745	1,736	(0.5%)
Lake Tahoe*	2,354	2,354	0.0%
Washoe County	17,692	17,304	(2.2%)
All other counties	12,747	12,757	0.1%
END OF PERIOD (State)	195,352	195,077	(0.1%)

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of December 31, 2013.

**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	2012	2013	PERCENT CHANGE
January	\$1,038,359,333	\$909,182,242	(12.4%)
February	932,175,506	1,073,255,959	15.1%
March	854,590,336	914,784,657	7.0%
April	855,674,603	854,293,048	(0.2%)
May	885,086,490	897,232,001	1.4%
June	832,534,319	792,496,547	(4.8%)
July	1,005,877,249	925,729,768	(8.0%)
August	859,261,681	955,281,447	11.2%
September	892,698,403	958,805,872	7.4%
October	979,596,837	954,331,807	(2.6%)
November	782,770,508	875,968,501	11.9%
December	943,359,501	1,034,023,874	9.6%
TOTAL (Rolling 12 months)	\$10,861,984,766	\$11,145,385,723	2.6%

Fourth Quarter 2013 Area Highlights

AREA	2012	2013	PERCENT CHANGE
Clark County:	\$2,357,157,979	\$2,520,010,959	6.9%
Strip	1,600,947,667	1,744,991,596	9.0%
Downtown	124,112,744	126,964,792	2.3%
Laughlin	108,031,983	104,162,953	(3.6%)
Mesquite	28,582,988	28,556,368	(0.1%)
County balance	495,482,596	515,335,252	4.0%
Washoe County	167,721,268	174,641,468	4.1%
Lake Tahoe*	54,547,242	45,454,859	(16.7%)
Elko County	63,701,661	62,535,348	(1.8%)
Carson Valley Area	23,293,160	23,811,898	2.2%
All other counties	39,305,537	37,869,648	(3.7%)
TOTAL (State)	\$2,705,726,846	\$2,864,324,182	5.9%

*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.

Convention Attendance

The number of delegates attending conventions in Nevada.

MONTH	2012	2013	PERCENT CHANGE
January	578,545	623,236	7.7%
February	613,482	584,026	(4.8%)
March	555,154	582,643	5.0%
April	492,834	525,982	6.7%
May	440,573	437,126	(0.8%)
June	454,797	411,128	(9.6%)
July	308,387	329,771	6.9%
August	515,192	463,032	(10.1%)
September	409,196	400,278	(2.2%)
October	535,888	544,227	1.6%
November	480,004	452,485	(5.7%)
December	181,047	159,343	(12.0%)
TOTAL (Rolling 12 months)	5,565,099	5,513,277	(0.9%)

Fourth Quarter 2013 Area Highlights

AREA	2012	2013	PERCENT CHANGE
Clark County:			
Las Vegas	1,059,275	1,093,580	3.2%
Laughlin	17,436	14,580	(16.4%)
Washoe County	16,240	20,947	29.0%
All other counties	103,988	26,948 *	(74.1%)
TOTAL (State)	1,196,939	1,156,055	(3.4%)

*Does not include Carson City counts.

Airport Volume

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

MONTH	2012	2013	PERCENT CHANGE
January	3,472,562	3,423,029	(1.4%)
February	3,410,841	3,287,269	(3.6%)
March	3,992,407	4,029,873	0.9%
April	3,875,646	3,869,709	(0.2%)
May	3,988,712	4,098,145	2.7%
June	3,955,346	4,023,808	1.7%
July	4,058,319	4,037,993	(0.5%)
August	4,038,541	3,978,141	(1.5%)
September	3,767,157	3,797,578	0.8%
October	4,006,175	4,034,582	0.7%
November	3,594,037	3,573,680	(0.6%)
December	3,469,869	3,605,747	3.9%
TOTAL (Rolling 12 months)	45,629,612	45,759,554	0.3%

Fourth Quarter 2013 Area Highlights

AREA	2012	2013	PERCENT CHANGE
McCarran Int. (Las Vegas)	10,176,022	10,347,011	1.7%
Reno/Tahoe Int.	792,836	759,737	(4.2%)
North Las Vegas	16,095	16,571	3.0%
Laughlin/Bullhead Int.	46,194	52,437	13.5%
Elko Airport	9,948	9,230	(7.2%)
Henderson Exec. Airport	28,986	29,023	0.1%
TOTAL (State)	11,070,081	11,214,009	1.3%

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	2012	2013	PERCENT CHANGE
January	2,096,849 *	2,080,275	(0.8%)
February	2,024,654 *	1,979,276	(2.2%)
March	2,098,468 *	2,362,135	12.6%
April	2,323,352 *	2,244,347	(3.4%)
May	2,502,455 *	2,341,960 **	(6.4%)
June	2,263,577 *	2,712,131	19.8%
July	2,947,801	3,069,624	4.1%
August	2,802,749 **	2,980,429	6.3%
September	2,250,341 **, ****	2,321,200 **, ***	3.1%
October	1,761,692 ****	2,392,760	35.8%
November	2,138,945	2,160,967	1.0%
December	2,219,116	2,348,231	5.8%
TOTAL (Rolling 12 months)	27,429,999	28,993,335	5.7%

Fourth Quarter 2013 Area Highlights

AREA	2012	2013	PERCENT CHANGE
I-15 at Primm/Jean	1,291,678 ****	1,829,255	41.6%
I-15 at Mesquite	974,880	1,006,424	3.2%
I-80 at Verdi	1,029,902	1,119,221	8.7%
I-80 at Wells	212,732	224,111	5.3%
All other entry points	2,610,561	2,722,947	4.3%
TOTAL (State)	6,119,753	6,901,958	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 total for June 2012 does not contain any data. Effective 1/1/12 through 6/30/12, counter 312360, at the Garson Rd Intch, was used as proxy for Verdi traffic totals.

**Due to road construction/equipment failure at various other entry points, the respective traffic totals for August through September 2012, 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.

****Interstate 15 at Primm/Jean, traffic total for September 2012 contains partial data. Due to construction, October 2012 does not contain any data.

Park Usage

The number of people visiting state and nearby national parks.

MONTH	2012	2013	PERCENT CHANGE
January	886,215	901,298	1.7%
February	940,977	932,697	(0.9%)
March	1,432,120	1,692,104	18.2%
April	2,149,377	2,086,111	(2.9%)
May	2,484,585	2,636,618	6.1%
June	3,089,137	3,245,969	5.1%
July	3,417,515	3,526,867	3.2%
August	3,309,325	3,083,103 *	(6.8%)
September	2,763,587	2,635,861	(4.6%)
October	1,957,395	1,421,786 **	(27.4%)
November	1,256,078	1,255,906	(0.0%)
December	976,596	999,438	2.3%
TOTAL (Rolling 12 months)	24,662,907	24,417,758	(1.0%)

Fourth Quarter 2013 Area Highlights

AREA	2012	2013	PERCENT CHANGE
Nevada State Parks	400,937	450,287	12.3%
Great Basin Nat. Park	13,023	8,133 **	(37.5%)
Lake Mead Nat. Rec. Area	1,236,253	1,027,068 **	(16.9%)
Hoover Dam Visitor Center	162,870	166,011	1.9%
Grand Canyon Nat. Park	795,130	633,779 **	(20.3%)
Zion Nat. Park	492,985	425,730 **	(13.6%)
Bryce Canyon Nat. Park	265,805	181,504 **	(31.7%)
Death Valley Nat. Park	210,653	189,828 **	(9.9%)
Yosemite Nat. Park	612,413	594,790 **	(2.9%)
TOTAL (All Parks)	4,190,069	3,677,130	(12.2%)

* Yosemite National Park visitation impacted by the Rim Fire.

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

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.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: 702-892-2824 • 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
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

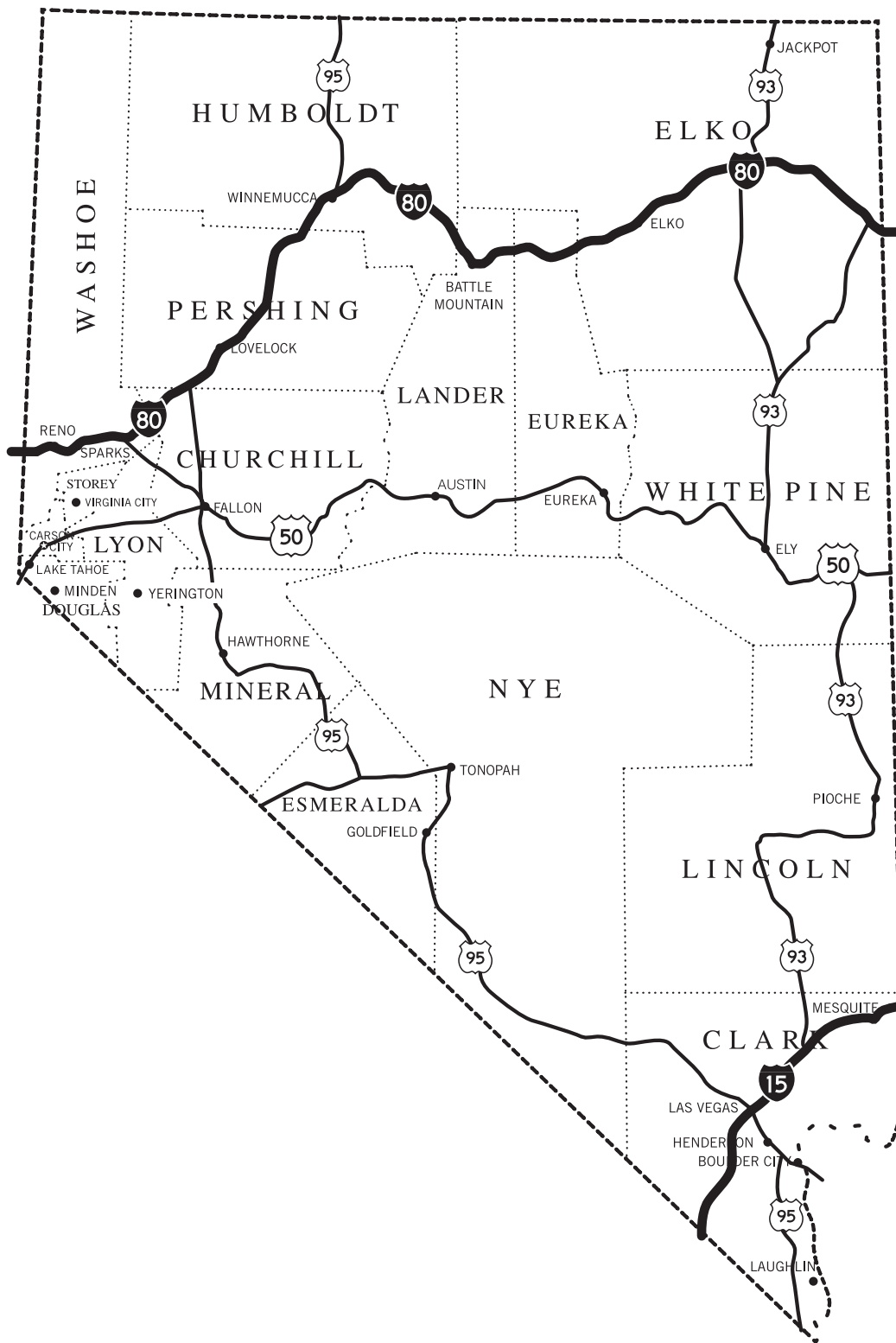
WENDOVER AREA CHAMBER OF COMMERCE & TOURISM

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



Fourth Quarter
2013 VOLUME XXI