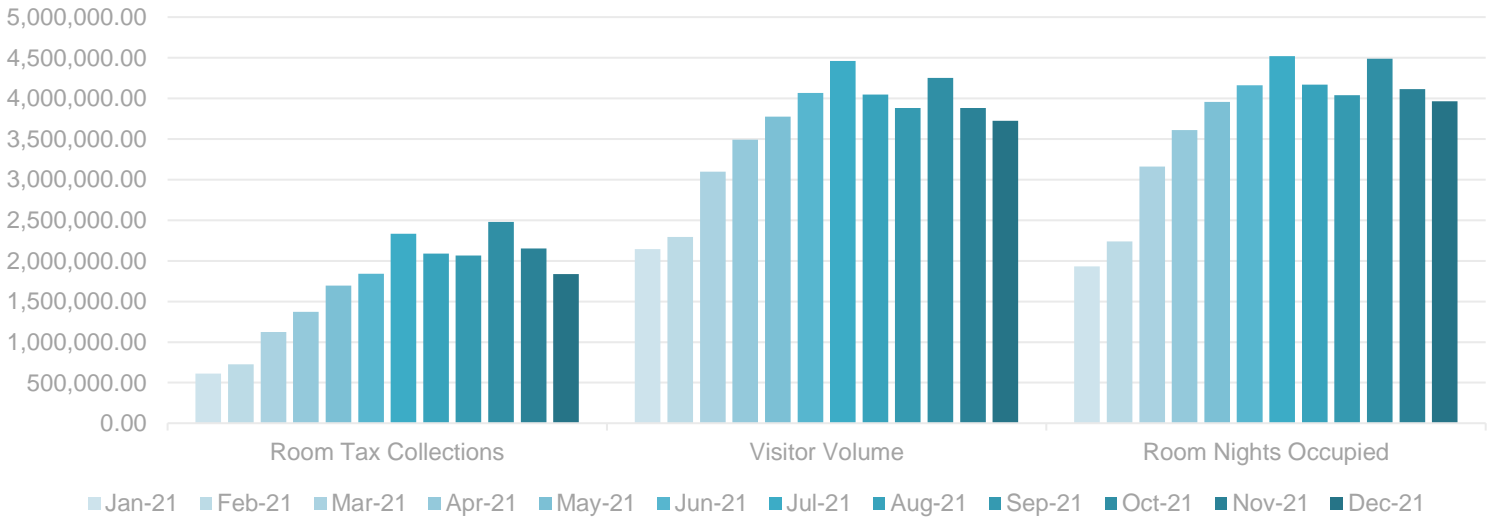


**Statewide, how are visitor statistics and health metrics performing?**

**Why this is important:** Visitation to the state is an ecosystem in which Travel Nevada seeks to positively impact tourism based on branding efforts, and room tax directly impacts our budget and the programs we can perform.

**Monthly Report Data**  
 Januar 2021 - December 2021

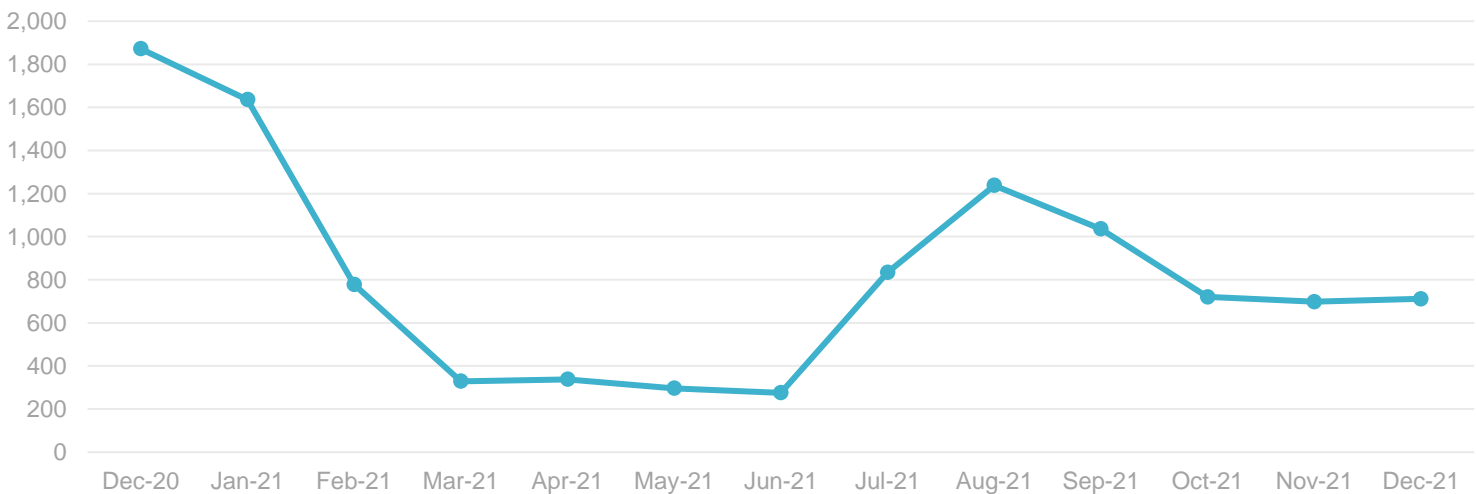


**Room tax collections** (directly impacts our budget)

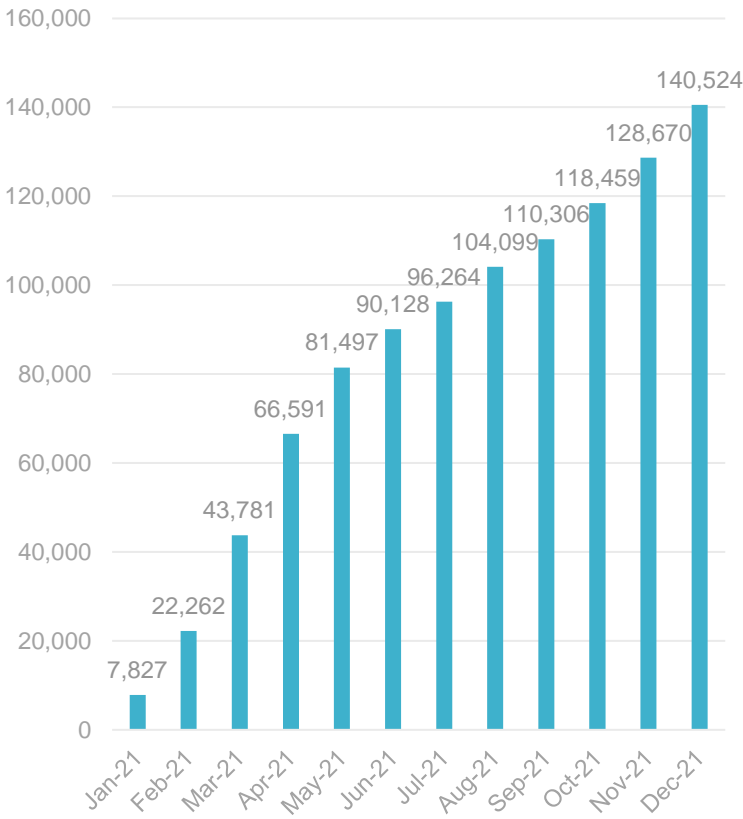
**Visitor volume** (economic impact)

**Room nights occupied** (percentage of total inventory)

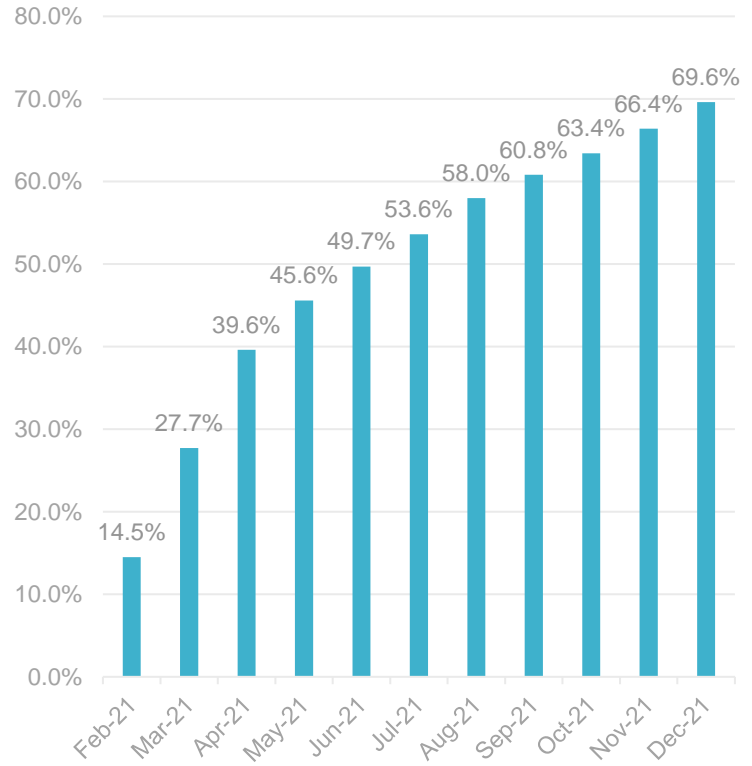
**Nevada COVID Hospitalizations**  
 Daily average December 2020 - December 2021  
 Source: Nevada DHHS



**Vaccines per 100K**  
 Source: CDC\*



**Percent Of NV Population With At Least One Dose**  
 Source: CDC\*



\*As of the last day of month

### Takeaways

- Although COVID-19 case counts and hospitalizations rose during the summer months of 2021, room tax collections, visitor volume and room demand also rose. COVID-19 case counts and hospitalizations also rose sharply in January, but this is not expected to lead to a severe decline in visitation in January based on several travel activity indicators in the month.
- This may be an indication that COVID-19 health measures may not be as directly tied to travel as was seen during the height of the pandemic in 2020.
- However, if future variants are deemed to be highly transmissible and more deadly than the Omicron variant, that may have an outsized impact on travel.