



NEVADA  
COMMISSION  
ON TOURISM

# Second Quarter 2012 VOLUME XX

A Digest of Statistical Information on the Nevada Tourism Industry

NUMBER OF VISITORS TO NEVADA

Month	2011	2012	% Change
December	4,665,863	4,576,691	-1.9%
November	4,118,438	4,197,123	1.9%
October	4,124,411	4,179,846	1.3%
September	4,361,312	4,262,495	-2.3%
August	4,175,696	4,681,991	12.2%
July	4,910,243	4,438,632	-9.8%
June	4,547,530	4,642,005	2.2%
May	4,616,031	4,619,041	0.0%
April	4,669,235	4,185,000	-10.3%
March	4,855,796	4,619,041	-4.9%
February	4,951,404	4,408,812	-10.8%
January	4,855,796	4,585,859	-5.6%
<b>TOTAL</b>	<b>54,181,292</b>	<b>52,587,500</b>	<b>-2.9%</b>
County:	1,000,300	970,104	-3.0%
Las Vegas	786,531	835,251	6.3%
Lincoln	995,323	930,000	-6.6%
Washoe	1,424,300	1,294,446	-9.1%
Other	1,783,000	1,668,000	-6.4%
Counties	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
July	4,633,499	4,703,961	1.5%
August	4,501,286	4,532,408	0.7%
September	4,255,862	4,388,972	3.1%
October	4,348,969	4,338,756	(0.2%)
November	3,808,499	3,846,362	1.0%
December	3,809,030	3,791,111	(0.5%)

MONTH	2011	2012	PERCENT CHANGE
January	3,980,930	3,967,265	(0.3%)
February	3,811,323	3,964,203	4.0%
March	4,440,334	4,559,686	2.7%
April	4,432,713	4,325,426	(2.4%)
May	4,403,048	4,504,859	2.3%
June	4,557,597	4,652,902	2.1%
<b>TOTAL (Rolling 12 months)</b>	<b>50,983,090</b>	<b>51,575,911</b>	<b>1.2%</b>

### Second Quarter 2012 Area Highlights

AREA	2011	2012	PERCENT CHANGE
Clark County:			
Las Vegas	10,047,835	10,168,651	1.2%
Laughlin	586,699	542,811	(7.5%)
Mesquite	265,199	282,505	6.5%
Washoe County	1,138,625	1,146,219	0.7%
All other counties	1,355,000	1,343,000	(0.9%)
<b>TOTAL (State)</b>	<b>13,393,358</b>	<b>13,483,186</b>	<b>0.7%</b>

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
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%)

MONTH	2011	2012	PERCENT CHANGE
January	679,220	578,545	(14.8%)
February	510,286	602,688	18.1%
March	608,495	555,154	(8.8%)
April	547,106	492,834	(9.9%)
May	451,438	440,573	(2.4%)
June	459,957	449,209	(2.3%)
<b>TOTAL (Rolling 12 months)</b>	<b>5,411,470</b>	<b>5,454,379</b>	<b>0.8%</b>

### Second Quarter 2012 Area Highlights

AREA	2011	2012	PERCENT CHANGE
Clark County:			
Las Vegas	1,155,949	1,152,741	(0.3%)
Laughlin	23,411	27,583	17.8%
Washoe County	170,945 *	98,400	(42.4%)
All other counties	108,196	103,892	(4.0%)
<b>TOTAL (State)</b>	<b>1,458,501</b>	<b>1,382,616</b>	<b>(5.2%)</b>

\*USBC Open Championships took place in 2011.

## Occupancy Level

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

MONTH	2010	2011	NET CHANGE
July	80.9%	84.7%	3.8
August	78.7%	80.5%	1.8
September	78.6%	81.7%	3.1
October	80.1%	80.7%	0.6
November	72.4%	72.6%	0.2
December	67.3%	67.8%	0.5

MONTH	2011	2012	NET CHANGE
January	72.9%	71.8%	(1.1)
February	76.2%	76.4%	0.2
March	81.6%	82.2%	0.6
April	82.3%	81.0%	(1.3)
May	81.2%	80.8%	(0.4)
June	83.5%	83.5%	0.0
<b>MONTHLY AVG (Rolling 12 months)</b>	<b>78.0%</b>	<b>78.6%</b>	<b>0.6</b>

### Second Quarter 2012 Area Highlights

AREA	2011	2012	NET CHANGE
Clark County:			
Las Vegas	87.5%	87.0%	(0.5)
Laughlin	65.7%	62.2%	(3.5)
Mesquite	84.9%	83.0%	(1.9)
Lake Tahoe*	54.3%	59.9%	5.6
Washoe County	65.3%	64.0%	(1.3)
All other counties	63.6%	63.3%	(0.3)
<b>QUARTER AVG (State)</b>	<b>82.3%</b>	<b>81.8%</b>	<b>(0.5)</b>

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
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	4,869,163	2.2%
November	4,115,287	4,245,584	3.2%
December	4,036,724	4,095,928	1.5%

MONTH	2011	2012	PERCENT CHANGE
January	4,366,905	4,339,463	(0.6%)
February	4,138,598	4,325,483	4.5%
March	4,907,670	4,982,882	1.5%
April	4,792,747	4,745,299	(1.0%)
May	4,829,115	4,886,536	1.2%
June	4,846,327	4,887,787	0.9%
<b>TOTAL (Rolling 12 months)</b>	<b>54,891,864</b>	<b>56,066,741</b>	<b>2.1%</b>

### Second Quarter 2012 Area Highlights

AREA	2011	2012	PERCENT CHANGE
Clark County:			
Las Vegas	11,838,139	11,933,954	0.8%
Laughlin	618,817	584,597	(5.5%)
Mesquite	136,315	133,038	(2.4%)
Lake Tahoe*	116,343	128,352	10.3%
Washoe County	1,027,772	1,011,648	(1.6%)
All other counties	730,803	728,033	(0.4%)
<b>TOTAL (State)</b>	<b>14,468,189</b>	<b>14,519,622</b>	<b>0.4%</b>

\*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
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%

MONTH	2011	2012	PERCENT CHANGE
January	193,258	195,057	0.9%
February	193,869	195,171	0.7%
March	194,065	195,534	0.8%
April	194,058	195,227	0.6%
May	191,847	195,170	1.7%
June	193,443	195,027	0.8%
<b>END OF PERIOD</b>	<b>193,443</b>	<b>195,027</b>	<b>0.8%</b>

### Second Quarter 2012 Area Highlights

AREA	2011	2012	PERCENT CHANGE
Clark County:			
Las Vegas	148,733	150,245	1.0%
Laughlin	10,350	10,333	(0.2%)
Mesquite	1,762	1,759	(0.2%)
Lake Tahoe*	2,354	2,354	0.0%
Washoe County	17,611	17,701	0.5%
All other counties	12,633	12,635	0.0%
<b>END OF PERIOD (State)</b>	<b>193,443</b>	<b>195,027</b>	<b>0.8%</b>

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of June 30, 2012.

\*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
July	\$1,305,242	\$1,425,034	9.2%
August	1,155,485	1,387,229	20.1%
September	1,228,798	1,547,744	26.0%
October	1,380,314	1,649,424	19.5%
November	1,082,218	1,228,956	13.6%
December	970,796	1,113,850	14.7%

MONTH	2011	2012	PERCENT CHANGE
January	1,373,259	1,470,241	7.1%
February	1,165,603	1,369,010	17.5%
March	1,608,272	1,498,475	(6.8%)
April	1,489,146	1,508,590	1.3%
May	1,454,944	1,599,746	10.0%
June	1,422,428	1,520,600	6.9%
<b>TOTAL (Rolling 12 months)</b>	<b>\$15,636,505</b>	<b>\$17,318,898</b>	<b>10.8%</b>

### Second Quarter 2012 Area Highlights

AREA	2011	2012	PERCENT CHANGE
Clark County	\$3,971,309	\$4,218,292	6.2%
Washoe County	231,122	233,232	0.9%
Douglas County*	38,367	38,732	1.0%
Elko County	48,339	51,782	7.1%
Carson City	13,511	14,275	5.6%
All other counties	63,870	72,623	13.7%
<b>TOTAL (State)</b>	<b>\$4,366,518</b>	<b>\$4,628,936</b>	<b>6.0%</b>

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
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%

MONTH	2011	2012	PERCENT CHANGE
January	877,281,554	1,038,406,570	18.4%
February	881,758,357	932,173,137	5.7%
March	958,694,506	854,590,394	(10.9%)
April	806,072,326	855,707,815	6.2%
May	984,006,382	885,086,462	(10.1%)
June	885,763,549	832,518,772	(6.0%)
<b>TOTAL (Rolling 12 months)</b>	<b>\$10,634,745,331</b>	<b>\$10,705,877,475</b>	<b>0.7%</b>

### Second Quarter 2012 Area Highlights

AREA	2011	2012	PERCENT CHANGE
Clark County:	\$2,304,130,861	\$2,217,040,353	(3.8%)
Strip	1,514,623,798	1,418,177,476	(6.4%)
Downtown	123,806,738	127,609,708	3.1%
Laughlin	115,781,814	114,694,539	(0.9%)
Mesquite	29,634,306	29,865,598	0.8%
County balance	520,284,206	526,693,032	1.2%
Washoe County	192,122,889	183,305,632	(4.6%)
Lake Tahoe*	46,759,305	43,633,352	(6.7%)
Elko County	67,541,695	65,574,721	(2.9%)
Carson Valley Area	25,655,873	24,576,856	(4.2%)
All other counties	39,631,633	39,182,135	(1.1%)
<b>TOTAL (State)</b>	<b>\$2,675,842,257</b>	<b>\$2,573,313,049</b>	<b>(3.8%)</b>

\*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
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%

MONTH	2011	2012	PERCENT CHANGE
January	3,503,123	3,472,562	(0.9%)
February	3,254,734	3,410,841	4.8%
March	3,960,877	3,992,407	0.8%
April	3,799,593	3,875,646	2.0%
May	3,999,213	3,988,712	(0.3%)
June	3,974,831	3,955,346	(0.5%)
<b>TOTAL (Rolling 12 months)</b>	<b>44,782,642</b>	<b>45,912,999</b>	<b>2.5%</b>

### Second Quarter 2012 Area Highlights

AREA	2011	2012	PERCENT CHANGE
McCarran Int. (Las Vegas)	10,705,393	10,806,743	0.9%
Reno/Tahoe Int.	942,811	881,043	(6.6%)
North Las Vegas	32,185	28,933	(10.1%)
Laughlin/Bullhead Int.	54,740	57,854	5.7%
Elko Airport	12,144	10,799	(11.1%)
Henderson Exec. Airport	26,364	34,332	30.2%
<b>TOTAL (State)</b>	<b>11,773,637</b>	<b>11,819,704</b>	<b>0.4%</b>

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
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 *	1,652,389 * , ****	(4.1%)
December	1,834,479 *	2,393,615 *	30.5%

MONTH	2011	2012	PERCENT CHANGE
January	1,715,820 * , ***	2,096,849 *	22.2%
February	1,647,855 *	2,024,654 *	22.9%
March	1,838,819 *	2,098,468 *	14.1%
April	1,986,642 *	2,323,352 *	16.9%
May	1,894,747 *	2,502,455 *	32.1%
June	2,033,843 * , ***	2,263,577 *	11.3%
<b>TOTAL (Rolling 12 months)</b>	<b>23,622,054</b>	<b>25,378,139</b>	<b>7.4%</b>

### Second Quarter 2012 Area Highlights

AREA	2011	2012	PERCENT CHANGE
I-15 at Primm/Jean	1,819,485	2,034,024	11.8%
I-15 at Mesquite	939,844	1,018,972	8.4%
I-80 at Verdi	- *	823,674 *	-
I-80 at Wells	223,276	249,798	11.9%
All other entry points	2,932,627	2,962,916	1.0%
<b>TOTAL (State)</b>	<b>5,915,232</b>	<b>7,089,384</b>	<b>19.8%</b>

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 July 2010 through October 2011 do not contain any data. Effective 11/1/11, counter 312360, at the Garson Rd Intch, will be used as proxy for Verdi traffic totals.

\*\*Due to road construction/equipment failure at various other entry points, the respective traffic totals for July 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. In addition, due to equipment failure, the traffic total for January 2011 does not contain any 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
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%

MONTH	2011	2012	PERCENT CHANGE
January	867,738	886,214	2.1%
February	921,951	940,977	2.1%
March	1,443,159	1,422,934	(1.4%)
April	2,116,899	2,149,375	1.5%
May	2,389,542	2,439,799	2.1%
June	3,117,733	3,066,854	(1.6%)
<b>TOTAL (Rolling 12 months)</b>	<b>24,739,386</b>	<b>24,372,139</b>	<b>(1.5%)</b>

### Second Quarter 2012 Area Highlights

AREA	2011	2012	PERCENT CHANGE
Nevada State Parks	843,439	929,232	10.2%
Great Basin Nat. Park	25,335	26,493	4.6%
Lake Mead Nat. Rec. Area	2,186,840	2,106,203	(3.7%)
Hoover Dam Visitor Center	238,576	212,247	(11.0%)
Grand Canyon Nat. Park	1,375,596	1,373,724	(0.1%)
Zion Nat. Park	962,815	1,071,418	11.3%
Bryce Canyon Nat. Park	535,493	557,203	4.1%
Death Valley Nat. Park	322,504	257,519	(20.2%)
Yosemite Nat. Park	1,133,576	1,121,989	(1.0%)
<b>TOTAL (All Parks)</b>	<b>7,624,174</b>	<b>7,656,028</b>	<b>0.4%</b>

## 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  
Stateline, NV 89449  
775-588-4591 • Fax: 775-588-4598  
tahoe.tahoechamber.org

### TONOPAH CONVENTION CENTER

301 Brounger 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  
775-623-5071 • 800-962-2638  
Fax: 775-623-5087 • www.winnemucca.org

# Nevada State Map

