



NEVADA
COMMISSION
ON TOURISM

First Quarter 2013 VOLUME XXI

A Digest of Statistical Information on the Nevada Tourism Industry

NUMBER OF VISITORS TO NEVADA

October	4,665,863	4,576,691	-1.9%
September	4,118,438	4,197,123	1.9%
August	4,124,411	4,179,846	1.3%
July	4,361,312	4,105,000	-6.1%
June	4,175,696	4,185,000	0.2%
May	4,910,243	4,619,041	-6.3%
April	4,547,530	4,408,812	-3.1%
March	4,616,031	4,585,859	-0.7%
February	4,669,235	4,438,632	-5.1%
January	4,951,404	4,642,005	-6.4%
Q1 2013	4,855,796	4,681,991	-3.7%
Q1 2012	4,582,332	4,662,495	0.4%
TOTAL	54,188,292	53,588,500	1.1%
County:	1,000,300	1,070,164	-6.5%
Vegas	786,531	835,251	-6.1%
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%
ine	14,389,533	13,387,491	-7.0%

Discover *the* Facts

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Lt. Governor • Chair

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Nevada Commission on Tourism

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NEVADA
COMMISSION
ON TOURISM

Visitor Volume

The number of visitors to Nevada.

MONTH	2011	2012	PERCENT CHANGE
April	4,399,148	4,440,519	0.9%
May	4,446,836	4,564,576	2.6%
June	4,577,574	4,692,091	2.5%
July	4,802,621	4,727,413	(1.6%)
August	4,589,486	4,628,755	0.9%
September	4,446,434	4,463,045	0.4%
October	4,348,368	4,451,967	2.4%
November	3,866,536	3,926,030	1.5%
December	3,858,458	3,929,051	1.8%

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	4,524,078	0.2%
TOTAL (Rolling 12 months)	51,672,027	52,074,029	0.8%

First Quarter 2013 Area Highlights

AREA	2012	2013	PERCENT CHANGE
Clark County:			
Las Vegas	9,756,587	9,697,611	(0.6%)
Laughlin	532,223	507,844	(4.6%)
Mesquite	270,682	265,091	(2.1%)
Washoe County	984,408	1,021,037	3.7%
All other counties	792,667	759,000	(4.2%)
TOTAL (State)	12,336,567	12,250,583	(0.7%)

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	2011	2012	PERCENT CHANGE
April	547,106	492,834	(9.9%)
May	451,438	440,573	(2.4%)
June	459,957	454,797	(1.1%)
July	310,836	308,387	(0.8%)
August	444,770	515,192	15.8%
September	470,398	409,196	(13.0%)
October	510,696	535,888	4.9%
November	413,140	480,004	16.2%
December	185,536	181,047	(2.4%)

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%
TOTAL (Rolling 12 months)	5,541,058	5,607,823	1.2%

First Quarter 2013 Area Highlights

AREA	2012	2013	PERCENT CHANGE
Clark County:			
Las Vegas	1,627,279	1,642,108	0.9%
Laughlin	19,301	18,334	(5.0%)
Washoe County	22,050	93,277 *	323.0%
All other counties	78,551	36,186 **	(53.9%)
TOTAL (State)	1,747,181	1,789,905	2.4%

*Safari Club International and USBC Open Championship took place in 2013.

**Does not include Carson City counts.

Occupancy Level

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

MONTH	2011	2012	NET CHANGE
April	82.3%	81.1%	(1.2)
May	81.2%	80.8%	(0.4)
June	83.5%	83.6%	0.1
July	84.7%	83.7%	(1.0)
August	80.5%	81.1%	0.6
September	81.7%	82.5%	0.8
October	80.7%	82.8%	2.1
November	72.6%	73.5%	0.9
December	67.7%	69.6%	1.9

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
MONTHLY AVG (Rolling 12 months)	78.8%	79.3%	0.5

First Quarter 2013 Area Highlights

AREA	2012	2013	NET CHANGE
Clark County:			
Las Vegas	82.8%	83.3%	0.5
Laughlin	59.7%	58.5%	(1.2)
Mesquite	79.5%	73.7%	(5.8)
Lake Tahoe*	56.6%	62.9%	6.3
Washoe County	51.6%	57.1%	5.5
All other counties	56.9%	56.1%	(0.8)
QUARTER AVG (State)	76.8%	77.6%	0.8

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	2011	2012	PERCENT CHANGE
April	4,792,747	4,748,198	(0.9%)
May	4,829,115	4,889,943	1.3%
June	4,846,327	4,890,827	0.9%
July	5,064,698	5,047,798	(0.3%)
August	4,844,382	4,887,366	0.9%
September	4,780,161	4,827,796	1.0%
October	4,869,301	4,998,022	2.6%
November	4,245,675	4,290,609	1.1%
December	4,091,422	4,214,916	3.0%

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%
TOTAL (Rolling 12 months)	56,011,575	56,396,074	0.7%

First Quarter 2013 Area Highlights

AREA	2012	2013	PERCENT CHANGE
Clark County:			
Las Vegas	11,370,102	11,284,215	(0.8%)
Laughlin	561,354	544,177	(3.1%)
Mesquite	127,471	115,778	(9.2%)
Lake Tahoe*	121,327	133,305	9.9%
Washoe County	813,223	880,022	8.2%
All other counties	654,271	643,102	(1.7%)
TOTAL (State)	13,647,748	13,600,599	(0.3%)

*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	2011	2012	PERCENT CHANGE
April	194,058	195,227	0.6%
May	191,847	195,170	1.7%
June	193,443	195,027	0.8%
July	192,891	194,505	0.8%
August	194,052	194,488	0.2%
September	195,043	195,006	(0.0%)
October	194,543	194,615	0.0%
November	195,022	194,567	(0.2%)
December	194,838	195,352	0.3%

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%)
END OF PERIOD	195,534	194,998	(0.3%)

First Quarter 2013 Area Highlights

AREA	2012	2013	PERCENT CHANGE
Clark County:			
Las Vegas	150,920	150,371	(0.4%)
Laughlin	10,334	10,333	(0.0%)
Mesquite	1,763	1,745	(1.0%)
Lake Tahoe*	2,354	2,354	0.0%
Washoe County	17,528	17,448	(0.5%)
All other counties	12,635	12,747	0.9%
END OF PERIOD (State)	195,534	194,998	(0.3%)

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

Room Tax Collections

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

MONTH	2011	2012	PERCENT CHANGE
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%
July	1,425,034	1,350,245	(5.2%)
August	1,387,229	1,389,036	0.1%
September	1,547,744	1,563,227	1.0%
October	1,649,424	1,681,900	2.0%
November	1,228,956	1,224,408	(0.4%)
December	1,113,850	1,159,176	4.1%

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%
TOTAL (Rolling 12 months)	\$17,056,481	\$17,391,894	2.0%

First Quarter 2013 Area Highlights

AREA	2012	2013	PERCENT CHANGE
Clark County	\$4,035,905	\$4,044,153	0.2%
Washoe County	158,799	194,352	22.4%
Douglas County*	44,675	55,493	24.2%
Elko County	40,699	39,878	(2.0%)
Carson City	8,093	8,669	7.1%
All other counties	49,554	52,422	5.8%
TOTAL (State)	\$4,337,725	\$4,394,968	1.3%

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	2011	2012	PERCENT CHANGE
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%)
July	860,076,138	1,005,876,335	17.0%
August	886,835,278	859,240,471	(3.1%)
September	863,971,309	892,748,756	3.3%
October	960,719,190	978,808,166	1.9%
November	880,127,660	782,626,618	(11.1%)
December	855,660,242	943,303,873	10.2%

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%
TOTAL (Rolling 12 months)	\$10,808,357,249	\$10,933,140,126	1.2%

First Quarter 2013 Area Highlights

AREA	2012	2013	PERCENT CHANGE
Clark County:	\$2,471,072,250	\$2,546,880,495	3.1%
Strip	1,602,885,486	1,710,705,875	6.7%
Downtown	135,496,010	131,978,292	(2.6%)
Laughlin	133,790,750	123,995,152	(7.3%)
Mesquite	34,244,869	32,404,472	(5.4%)
County balance	564,655,133	547,796,705	(3.0%)
Washoe County	175,417,340	179,479,697	2.3%
Lake Tahoe*	45,078,060	44,416,935	(1.5%)
Elko County	68,494,173	64,672,463	(5.6%)
Carson Valley Area	24,102,878	23,224,351	(3.6%)
All other counties	40,960,476	38,548,916	(5.9%)
TOTAL (State)	\$2,825,125,175	\$2,897,222,858	2.6%

*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	2011	2012	PERCENT CHANGE
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%)
July	4,094,088	4,058,319	(0.9%)
August	4,033,063	4,038,541	0.1%
September	3,892,858	3,767,127	(3.2%)
October	4,075,287	4,006,175	(1.7%)
November	3,618,960	3,594,037	(0.7%)
December	3,512,512	3,469,869	(1.2%)

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%
TOTAL (Rolling 12 months)	45,876,215	45,493,943	(0.8%)

First Quarter 2013 Area Highlights

AREA	2012	2013	PERCENT CHANGE
McCarran Int. (Las Vegas)	9,938,640	9,800,189	(1.4%)
Reno/Tahoe Int.	816,968	829,613	1.5%
North Las Vegas	17,845	13,500	(24.3%)
Laughlin/Bullhead Int.	68,753	62,776	(8.7%)
Elko Airport	10,986	9,075	(17.4%)
Henderson Exec. Airport	22,618	25,018	10.6%
TOTAL (State)	10,875,810	10,740,171	(1.2%)

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	2011	2012	PERCENT CHANGE
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%
July	2,057,274 *,**,***,****	2,947,801	43.3%
August	2,354,182 *,**	2,802,749 **	19.1%
September	1,800,234 *,**,***,****	2,250,341 **,*****	25.0%
October	1,811,090 *,**	1,761,692 *****	(2.7%)
November	1,652,389 *,*****	2,138,945	29.4%
December	2,393,615 *	2,219,116	(7.3%)

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%
TOTAL (Rolling 12 months)	24,203,987	27,631,714	14.2%

First Quarter 2013 Area Highlights

AREA	2012	2013	PERCENT CHANGE
I-15 at Primm/Jean	1,640,937	1,724,977	5.1%
I-15 at Mesquite	801,542	930,020	16.0%
I-80 at Verdi	1,051,353	1,007,518	(4.2%)
I-80 at Wells	173,695	186,360	7.3%
All other entry points	2,552,444	2,572,811	0.8%
TOTAL (State)	6,219,971	6,421,686	3.2%

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 April 2011 through October 2011 do not contain any data. Effective 11/1/11 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 July through October 2011 and August through September 2012 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. September 2011 contains partial 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	2011	2012	PERCENT CHANGE
April	2,116,899	2,149,377	1.5%
May	2,390,542	2,484,585	3.9%
June	3,117,733	3,089,139	(0.9%)
July	3,606,179	3,417,515	(5.2%)
August	3,301,954	3,309,325	0.2%
September	2,624,481	2,763,588	5.3%
October	1,908,596	1,957,395	2.6%
November	1,205,109	1,256,078	4.2%
December	944,169	976,597	3.4%

MONTH	2012	2013	PERCENT CHANGE
January	886,215	901,298	1.7%
February	940,977	943,722	0.3%
March	1,432,120	1,705,677	19.1%
TOTAL (Rolling 12 months)	24,474,974	24,954,296	2.0%

First Quarter 2013 Area Highlights

AREA	2012	2013	PERCENT CHANGE
Nevada State Parks	381,194	414,599	8.8%
Great Basin Nat. Park	5,772	4,732	(18.0%)
Lake Mead Nat. Rec. Area	1,076,599	1,117,367	3.8%
Hoover Dam Visitor Center	167,898	165,374	(1.5%)
Grand Canyon Nat. Park	583,350	656,373	12.5%
Zion Nat. Park	313,226	355,265	13.4%
Bryce Canyon Nat. Park	126,016	194,212	54.1%
Death Valley Nat. Park	219,710	243,526	10.8%
Yosemite Nat. Park	385,547	399,249	3.6%
TOTAL (All Parks)	3,259,312	3,550,697	8.9%

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
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775-588-4591 • Fax: 775-588-4598
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TONOPAH CONVENTION CENTER

301 Brougner Ave., P.O. Box 408
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www.tonopahnevada.com

WENDOVER AREA CHAMBER OF COMMERCE & TOURISM

735 Wendover Blvd., P.O. Box 2468
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WINNEMUCCA CONVENTION & VISITORS BUREAU

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Nevada State Map

