



NEVADA
COMMISSION
ON TOURISM

Second Quarter 2014 VOLUME XXII

A Digest of Statistical Information on the Nevada Tourism Industry

NUMBER OF VISITORS TO NEVADA

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	4,105,000	-6.4%
August	4,175,696	4,185,000	-0.2%
July	4,910,243	4,619,041	-6.3%
June	4,547,530	4,408,812	-3.1%
May	4,616,031	4,585,859	-0.7%
April	4,669,235	4,438,632	-5.1%
March	4,951,404	4,642,005	-6.2%
February	4,855,796	4,581,791	-6.0%
January	4,472,332	4,367,499	-2.3%
TOTAL	54,578,122	52,749,508	-3.3%
County:			
Vegas	10,000,312	970,164	-9.0%
Clark	786,531	735,251	-6.5%
Lincoln	395,323	319,630	-19.1%
Washoe	1,424,359	1,294,446	-9.1%
White Pine	1,783,000	1,668,000	-6.4%
Other	14,389,533	13,387,491	-7.0%

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



NEVADA
COMMISSION
ON TOURISM

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
July	\$1,349,588	\$1,516,466	12.4%
August	1,389,126	1,521,004	9.5%
September	1,563,227	1,530,232	(2.1%)
October	1,681,900	1,704,145	1.3%
November	1,224,408	1,424,781	16.4%
December	1,159,176	1,160,680	0.1%

MONTH	2013	2014	PERCENT CHANGE
January	1,501,804	1,659,214	10.5%
February	1,265,250	1,477,520	16.8%
March	1,627,913	2,025,167	24.4%
April	1,660,673	1,739,184	4.7%
May	1,666,030	1,912,782	14.8%
June	1,556,378	1,607,957	3.3%
TOTAL (Rolling 12 months)	\$17,645,471	\$19,279,041	9.3%

Second Quarter 2014 Area Highlights

AREA	2013	2014	PERCENT CHANGE
Clark County	\$4,446,101	\$4,842,161	8.9%
Washoe County	267,824	259,707	(3.0%)
Douglas County*	39,200	37,891	(3.3%)
Elko County	53,067	50,385	(5.1%)
Carson City	11,983	7,031 **	(41.3%)
All other counties	64,906	62,747	(3.3%)
TOTAL (State)	\$4,883,081	\$5,259,923	7.7%

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.

**Does not include Carson City County's June remittance, as the fiscal year was closed prior to receipt.

Visitor Volume

The number of visitors to Nevada.

MONTH	2012	2013	PERCENT CHANGE
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%)

MONTH	2013	2014	PERCENT CHANGE
January	3,881,718	4,128,170	6.3%
February	3,844,787	3,932,128	2.3%
March	4,524,383	4,670,436	3.2%
April	4,439,486	4,572,257	3.0%
May	4,558,082	4,661,510	2.3%
June	4,684,024	4,708,921	0.5%
TOTAL (Rolling 12 months)	52,058,741	52,839,227	1.5%

Second Quarter 2014 Area Highlights

AREA	2013	2014	PERCENT CHANGE
Clark County:			
Las Vegas	10,160,031	10,491,513	3.3%
Laughlin	546,874	574,215	5.0%
Mesquite	274,107	301,729	10.1%
Washoe County	1,248,247	1,259,564	0.9%
All other counties	1,452,333	1,315,667	(9.4%)
TOTAL (State)	13,681,592	13,942,688	1.9%

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
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)

MONTH	2013	2014	NET CHANGE
January	71.8%	76.1%	4.3
February	77.9%	79.5%	1.6
March	82.8%	85.8%	3.0
April	81.7%	84.4%	2.7
May	81.4%	83.4%	2.0
June	83.6%	85.6%	2.0
MONTHLY AVG (Rolling 12 months)	79.4%	80.5%	1.1

Second Quarter 2014 Area Highlights

AREA	2013	2014	NET CHANGE
Clark County:			
Las Vegas	87.0%	89.4%	2.4
Laughlin	64.1%	70.8%	6.7
Mesquite	75.5%	75.4%	(0.1)
Lake Tahoe*	55.1%	68.7%	13.6
Washoe County	68.0%	67.9%	(0.1)
All other counties	65.0%	63.4%	(1.6)
QUARTER AVG (State)	82.2%	84.5%	2.3

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
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%)

MONTH	2013	2014	PERCENT CHANGE
January	4,337,943	4,593,287	5.9%
February	4,257,700	4,337,078	1.9%
March	5,005,285	5,188,647	3.7%
April	4,757,553	4,884,388	2.7%
May	4,895,682	4,998,843	2.1%
June	4,880,211	4,970,294	1.8%
TOTAL (Rolling 12 months)	56,400,222	57,044,802	1.1%

Second Quarter 2014 Area Highlights

AREA	2013	2014	PERCENT CHANGE
Clark County:			
Las Vegas	11,866,850	12,149,673	2.4%
Laughlin	602,786	663,621	10.1%
Mesquite	119,715	119,114	(0.5%)
Lake Tahoe*	117,987	113,336	(3.9%)
Washoe County	1,072,163	1,071,724	(0.0%)
All other counties	753,945	736,057	(2.4%)
TOTAL (State)	14,533,446	14,853,525	2.2%

*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
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%)

MONTH	2013	2014	PERCENT CHANGE
January	194,844	194,676	(0.1%)
February	195,099	194,870	(0.1%)
March	195,096	195,081	(0.0%)
April	194,177	192,841	(0.7%)
May	194,067	193,248	(0.4%)
June	194,677	193,523	(0.6%)
END OF PERIOD	194,677	193,523	(0.6%)

Second Quarter 2014 Area Highlights

AREA	2013	2014	PERCENT CHANGE
Clark County:			
Las Vegas	149,884	149,297	(0.4%)
Laughlin	10,333	10,275	(0.6%)
Mesquite	1,736	1,735	(0.1%)
Lake Tahoe*	2,354	1,813 **	(23.0%)
Washoe County	17,623	17,646	0.1%
All other counties	12,747	12,757	0.1%
END OF PERIOD (State)	194,677	193,523	(0.6%)

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of June 30, 2014.

**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.*

***Reflects the closure of the Horizon Casino Resort Hotel for renovations.*

Gross Gaming Revenue

Statewide gaming revenue (win) is rounded to the nearest thousand and includes credit play.

MONTH	2012	2013	PERCENT CHANGE
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%

MONTH	2013	2014	PERCENT CHANGE
January	909,267,892	884,203,134	(2.8%)
February	1,073,261,161	926,083,899	(13.7%)
March	912,784,689	982,168,389	7.6%
April	854,287,265	852,005,475	(0.3%)
May	897,438,790	970,265,587	8.1%
June	793,058,748	906,904,293	14.4%
TOTAL (Rolling 12 months)	\$10,903,662,724	\$11,225,772,046	3.0%

Second Quarter 2014 Area Highlights

AREA	2013	2014	PERCENT CHANGE
Clark County:	\$2,182,572,733	\$2,374,745,783	8.8%
Strip	1,388,782,773	1,588,245,221	14.4%
Downtown	124,045,884	123,866,608	(0.1%)
Laughlin	119,559,186	114,446,849	(4.3%)
Mesquite	28,159,366	27,344,681	(2.9%)
County balance	522,025,523	520,842,422	(0.2%)
Washoe County	192,383,163	190,097,179	(1.2%)
Lake Tahoe*	42,883,244	38,632,118	(9.9%)
Elko County	63,210,476	63,523,201	0.5%
Carson Valley Area	25,138,742	24,554,511	(2.3%)
All other counties	38,596,446	37,622,565	(2.5%)
TOTAL (State)	\$2,544,784,803	\$2,729,175,355	7.2%

*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
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%)

MONTH	2013	2014	PERCENT CHANGE
January	623,236	655,671	5.2%
February	584,026	529,536	(9.3%)
March	582,643	683,779	17.4%
April	525,982	509,275	(3.2%)
May	437,126	567,608	29.8%
June	411,128	522,562	27.1%
TOTAL (Rolling 12 months)	5,593,855	5,817,567	4.0%

Second Quarter 2014 Area Highlights

AREA	2013	2014	PERCENT CHANGE
Clark County:			
Las Vegas	1,253,148	1,278,923	2.1%
Laughlin	21,174	18,559	(12.4%)
Washoe County	66,786	263,899 *	295.1%
All other counties	33,128	38,064	14.9%
TOTAL (State)	1,374,236	1,599,445	16.4%

* USBC Championship Tournament and Open Championship took place in 2014.

Airport Volume

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

MONTH	2011	2013	PERCENT CHANGE
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%

MONTH	2013	2014	PERCENT CHANGE
January	3,423,029	3,566,532	4.2%
February	3,287,269	3,326,685	1.2%
March	4,029,873	4,104,970	1.9%
April	3,869,709	3,917,651	1.2%
May	4,098,145	4,106,142	0.2%
June	4,023,808	4,051,034	0.7%
TOTAL (Rolling 12 months)	45,665,931	46,100,735	1.0%

Second Quarter 2014 Area Highlights

AREA	2013	2014	PERCENT CHANGE
McCarran Int. (Las Vegas)	10,958,894	11,086,242	1.2%
Reno/Tahoe Int.	903,667	866,745	(4.1%)
North Las Vegas	24,709	20,104	(18.6%)
Laughlin/Bullhead Int.	60,271	57,216	(5.1%)
Elko Airport	10,045	9,249	(7.9%)
Henderson Exec. Airport	34,076	35,271	3.5%
TOTAL (State)	11,991,662	12,074,827	0.7%

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
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%

MONTH	2013	2014	PERCENT CHANGE
January	2,080,275	2,148,978	3.3%
February	1,979,276	1,997,934	0.9%
March	2,362,135	2,229,429	(5.6%)
April	2,244,347	2,375,810	5.9%
May	2,341,960 *	2,531,961	8.1%
June	2,712,131	2,758,036	1.7%
TOTAL (Rolling 12 months)	27,840,768	29,315,359	5.3%

Second Quarter 2014 Area Highlights

AREA	2013	2014	PERCENT CHANGE
I-15 at Primm/Jean	1,920,014	1,995,774	3.9%
I-15 at Mesquite	1,040,023	1,065,367	2.4%
I-80 at Verdi	1,210,026	1,243,412	2.8%
I-80 at Wells	265,183	269,690	1.7%
All other entry points	2,863,192	3,091,564	8.0%
TOTAL (State)	7,298,438	7,665,807	5.0%

Traffic counts include interstate, U.S. and state highways. Counts may or may not include local traffic.

*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
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%

MONTH	2013	2014	PERCENT CHANGE
January	901,298	959,013	6.4%
February	932,697	1,009,048	8.2%
March	1,692,106	1,634,703	(3.4%)
April	2,086,110	2,004,237	(3.9%)
May	2,648,818	2,541,705	(4.0%)
June	3,245,967	3,067,921	(5.5%)
TOTAL (Rolling 12 months)	25,187,492	24,139,588	(4.2%)

Second Quarter 2014 Area Highlights

AREA	2013	2014	PERCENT CHANGE
Nevada State Parks	936,173	953,342	1.8%
Great Basin Nat. Park	29,160	32,035	9.9%
Lake Mead Nat. Rec. Area	2,272,698	1,908,820	(16.0%)
Hoover Dam Visitor Center	204,365	193,001	(5.6%)
Grand Canyon Nat. Park	1,476,190	1,368,243	(7.3%)
Zion Nat. Park	979,036	1,107,563	13.1%
Bryce Canyon Nat. Park	652,665	618,536	(5.2%)
Death Valley Nat. Park	278,453	319,367	14.7%
Yosemite Nat. Park	1,152,155	1,112,956	(3.4%)
TOTAL (All Parks)	7,980,895	7,613,863	(4.6%)

*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.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 Brougner Ave., P.O. Box 408
Tonopah, NV 89049
775-482-3558 • Fax: 775-482-3932
www.tonopahnevada.com

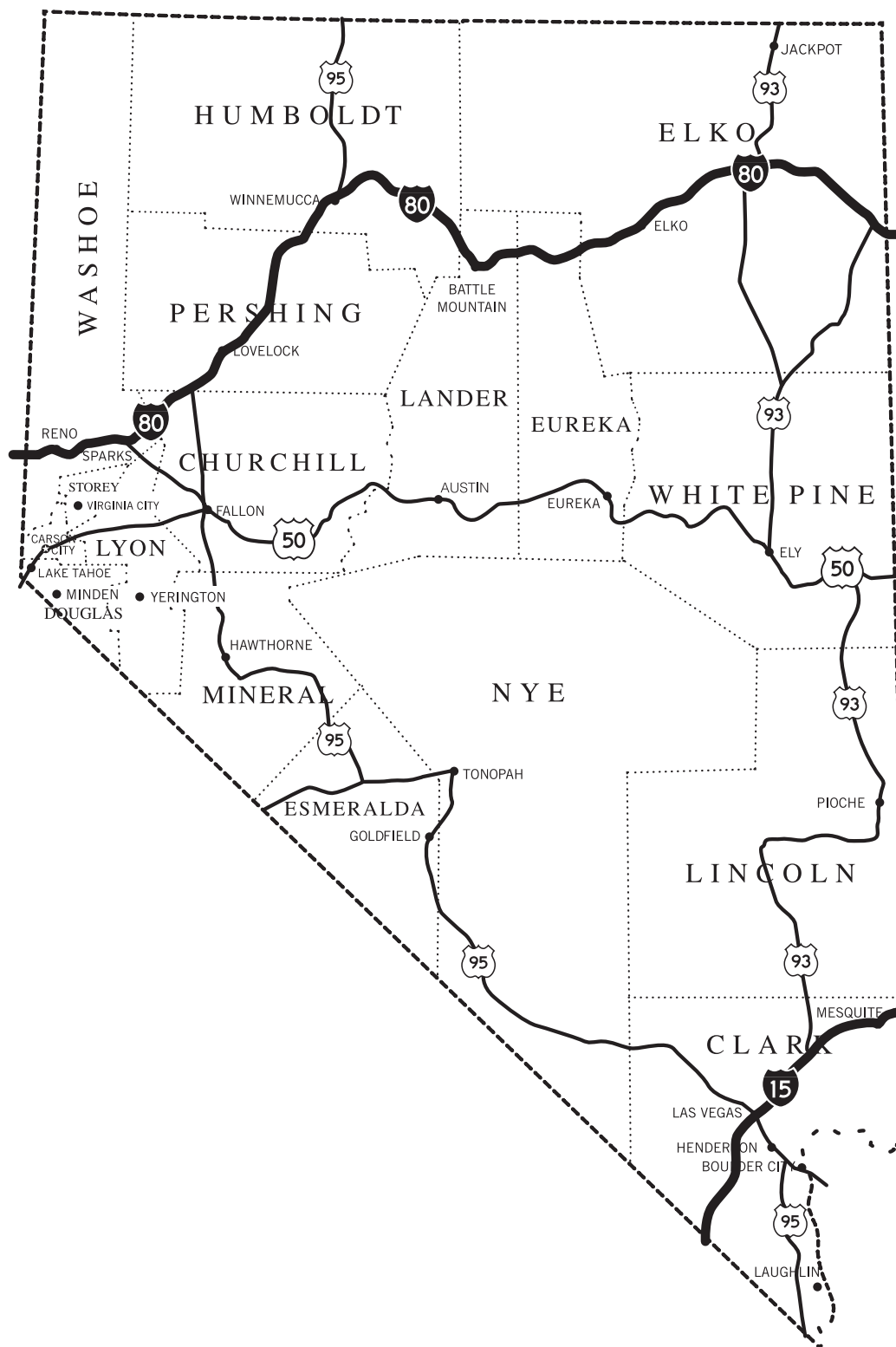
WENDOVER AREA CHAMBER OF COMMERCE & TOURISM

735 Wendover Blvd., P.O. Box 2468
Wendover, NV 89883
775-664-3414 • 800-426-6862
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WINNEMUCCA CONVENTION & VISITORS BUREAU

50 W. Winnemucca Blvd., Winnemucca, NV 89445
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Nevada State Map



Second Quarter
2014 VOLUME XXII