



NEVADA
COMMISSION
ON TOURISM

Fourth Quarter 2014 VOLUME XXII

A Digest of Statistical Information on the Nevada Tourism Industry

Discover *the* Facts

Maintained throughout this publication is updated quarterly to reflect revisions to current and prior year's monthly data

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A Quarterly Report Published by the Nevada Commission on Tourism

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TravelNevada.biz

October	4,576,691	-1.9%
November	4,197,123	1.9%
December	4,179,846	1.3%
January	4,175,696	-5.9%
February	4,910,243	0.2%
March	4,547,530	-5.9%
April	4,618,031	-3.1%
May	4,669,235	-0.7%
June	4,951,404	-4.9%
July	4,855,796	-6.2%
August	4,681,991	-3.6%
September	4,063,495	-11.3%
TOTAL	52,683,508	-3.5%
County:	9,370,164	-6.3%
Las Vegas	735,251	-5.5%
Clark	319,630	-19.1%
Washoe	1,294,446	-9.1%
Other	1,668,000	-6.4%
County ties	13,387,491	-7.0%

Throughout 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	2013	2014	PERCENT CHANGE
January	\$1,501,804	\$1,659,124	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%
July	1,516,466	1,623,524	7.1%
August	1,521,004	1,698,937	11.7%
September	1,530,232	1,641,809	7.3%
October	1,704,145	1,845,696	8.3%
November	1,424,781	1,530,436	7.4%
December	1,160,680	1,303,308	12.3%
TOTAL (Rolling 12 months)	\$18,135,355	\$20,065,443	10.6%

Fourth Quarter 2014 Area Highlights

AREA	2013	2014	PERCENT CHANGE
Clark County	\$3,952,292	\$4,314,733	9.2%
Washoe County	187,382	204,698	9.2%
Douglas County*	42,867	59,542	38.9%
Elko County	37,458	36,062	(3.7%)
Carson City	12,468	11,129	(10.7%)
All other counties	57,138	53,277	(6.8%)
TOTAL (State)	\$4,289,606	\$4,679,440	9.1%

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	2013	2014	PERCENT CHANGE
January	3,881,718	4,118,584	6.1%
February	3,844,787	3,922,928	2.0%
March	4,524,383	4,645,529	2.7%
April	4,439,486	4,549,456	2.5%
May	4,558,082	4,641,132	1.8%
June	4,684,024	4,688,504	0.1%
July	4,782,164	4,852,490	1.5%
August	4,619,120	4,731,477	2.4%
September	4,368,924	4,384,889	0.4%
October	4,415,870	4,577,714	3.7%
November	4,125,103	4,253,319	3.1%
December	3,854,626	4,073,182	5.7%
TOTAL (Rolling 12 months)	52,098,286	53,439,203	2.6%

Fourth Quarter 2014 Area Highlights

AREA	2013	2014	PERCENT CHANGE
Clark County:			
Las Vegas	9,671,835	9,991,751	3.3%
Laughlin	445,073	433,725	(2.5%)
Mesquite	247,193	275,977	11.6%
Washoe County	1,035,164	1,066,762	3.1%
All other counties	996,333	1,136,000	14.0%
TOTAL (State)	12,395,598	12,904,215	4.1%

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	2013	2014	NET CHANGE
January	71.8%	76.0%	4.2
February	77.9%	79.3%	1.4
March	82.8%	85.3%	2.5
April	81.7%	84.0%	2.3
May	81.4%	83.2%	1.8
June	83.6%	85.2%	1.6
July	83.7%	85.1%	1.4
August	81.1%	83.6%	2.5
September	80.8%	81.6%	0.8
October	81.3%	83.0%	1.7
November	75.7%	77.2%	1.5
December	67.8%	70.9%	3.1
MONTHLY AVG (Rolling 12 months)	79.1%	81.2%	2.1

Fourth Quarter 2014 Area Highlights

AREA	2013	2014	NET CHANGE
Clark County:			
Las Vegas	81.2%	83.1%	1.9
Laughlin	51.8%	52.6%	0.8
Mesquite	67.6%	68.2%	0.6
Lake Tahoe*	52.2%	63.7%	11.5
Washoe County	54.2%	57.7%	3.5
All other counties	52.9%	53.9%	1.0
QUARTER AVG (State)	74.9%	77.0%	2.1

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	2013	2014	PERCENT CHANGE
January	4,337,943	4,584,476	5.7%
February	4,257,700	4,328,317	1.7%
March	5,005,285	5,160,177	3.1%
April	4,757,553	4,857,869	2.1%
May	4,895,682	4,984,827	1.8%
June	4,880,211	4,948,529	1.4%
July	5,039,217	5,088,080	1.0%
August	4,882,698	5,038,696	3.2%
September	4,714,379	4,737,773	0.5%
October	4,887,201	4,985,981	2.0%
November	4,419,996	4,489,361	1.6%
December	4,103,099	4,270,708	4.1%
TOTAL (Rolling 12 months)	56,180,962	57,474,794	2.3%

Fourth Quarter 2014 Area Highlights

AREA	2013	2014	PERCENT CHANGE
Clark County:			
Las Vegas	11,225,705	11,500,224	2.4%
Laughlin	492,017	497,173	1.0%
Mesquite	107,959	108,947	0.9%
Lake Tahoe*	113,006	103,595	(8.3%)
Washoe County	850,971	901,906	6.0%
All other counties	620,638	634,204	2.2%
TOTAL (State)	13,410,296	13,746,049	2.5%

*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	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%)
July	194,216	192,919	(0.7%)
August	194,164	194,469	0.2%
September	194,494	193,644	(0.4%)
October	193,968	193,712	(0.1%)
November	194,560	193,849	(0.4%)
December	195,077	194,312	(0.4%)
END OF PERIOD	195,077	194,312	(0.4%)

Fourth Quarter 2014 Area Highlights

AREA	2013	2014	PERCENT CHANGE
Clark County:			
Las Vegas	150,593	150,544	(0.0%)
Laughlin	10,333	10,268	(0.6%)
Mesquite	1,736	1,736	0.0%
Lake Tahoe*	2,354	1,716 **	(27.1%)
Washoe County	17,304	17,260	(0.3%)
All other counties	12,757	12,788	0.2%
END OF PERIOD (State)	195,077	194,312	(0.4%)

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of December 31, 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	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%
July	925,763,611	931,819,621	0.7%
August	955,231,128	920,291,644	(3.7%)
September	958,894,856	901,697,988	(6.0%)
October	954,319,752	913,643,062	(4.3%)
November	875,941,506	876,278,690	0.0%
December	1,034,017,069	950,692,053	(8.1%)
TOTAL (Rolling 12 months)	\$11,144,266,467	\$11,016,053,835	(1.2%)

Fourth Quarter 2014 Area Highlights

AREA	2013	2014	PERCENT CHANGE
Clark County:	\$2,519,966,265	\$2,385,304,743	(5.3%)
Strip	1,744,965,173	1,583,780,485	(9.2%)
Downtown	126,952,328	133,612,545	5.2%
Laughlin	104,162,953	111,788,564	7.3%
Mesquite	28,556,368	29,537,227	3.4%
County balance	515,329,444	526,585,921	2.2%
Washoe County	174,641,468	183,564,191	5.1%
Lake Tahoe*	45,454,859	46,827,506	3.0%
Elko County	62,534,185	63,164,929	1.0%
Carson Valley Area	23,811,898	23,921,707	0.5%
All other counties	37,869,651	37,830,730	(0.1%)
TOTAL (State)	\$2,864,278,327	\$2,740,613,805	(4.3%)

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Convention Attendance

The number of delegates attending conventions in Nevada.

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%
July	329,771	355,985	7.9%
August	463,032	438,655	(5.3%)
September	400,278	403,296	0.8%
October	544,227	499,216	(8.3%)
November	452,485	417,544	(7.7%)
December	159,343	147,307	(7.6%)
TOTAL (Rolling 12 months)	5,513,277	5,730,434	3.9%

Fourth Quarter 2014 Area Highlights

AREA	2013	2014	PERCENT CHANGE
Clark County:			
Las Vegas	1,093,580	1,007,453	(7.9%)
Laughlin	14,580	- *	(100.0%)
Washoe County	20,947	19,700	(6.0%)
All other counties	26,948	36,914	37.0%
TOTAL (State)	1,156,055	1,064,067	(8.0%)

*Data is not available as of October 2014.

Airport Volume

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

MONTH	2013	2014	PERCENT CHANGE
January	3,423,029	3,566,532	4.2%
February	3,287,269	3,326,685	1.2%
March	4,029,963	4,104,970	1.9%
April	3,869,709	3,917,651	1.2%
May	4,098,145	4,105,194	0.2%
June	4,023,808	4,051,034	0.7%
July	4,037,993	4,106,507	1.7%
August	3,977,916	4,094,870	2.9%
September	3,797,979	3,892,069	2.5%
October	4,034,582	4,161,091	3.1%
November	3,573,680	3,643,714	2.0%
December	3,605,747	3,643,225	1.0%
TOTAL (Rolling 12 months)	45,759,820	46,613,542	1.9%

Fourth Quarter 2014 Area Highlights

AREA	2013	2014	PERCENT CHANGE
McCarran Int. (Las Vegas)	10,347,011	10,604,990	2.5%
Reno/Tahoe Int.	759,737	749,592	(1.3%)
North Las Vegas	16,571	7,754	(53.2%)
Laughlin/Bullhead Int.	52,437	45,048	(14.1%)
Elko Airport	9,230	8,579	(7.1%)
Henderson Exec. Airport	29,023	32,067	10.5%
TOTAL (State)	11,214,009	11,448,030	2.1%

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	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%
July	3,069,624	3,101,355	1.0%
August	2,980,429	3,047,480	2.2%
September	2,321,200 *,**	2,459,962	6.0%
October	2,392,760	2,509,827	4.9%
November	2,160,967	2,326,184	7.6%
December	2,348,231	2,372,875	1.0%
TOTAL (Rolling 12 months)	28,993,335	29,859,831	3.0%

Fourth Quarter 2014 Area Highlights

AREA	2013	2014	PERCENT CHANGE
I-15 at Primm/Jean	1,829,255	1,895,762	3.6%
I-15 at Mesquite	1,006,424	1,058,507	5.2%
I-80 at Verdi	1,119,221	1,186,649	6.0%
I-80 at Wells	224,111	225,861	0.8%
All other entry points	2,722,947	2,842,107	4.4%
TOTAL (State)	6,901,958	7,208,886	4.4%

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 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.

Park Usage

The number of people visiting state and nearby national parks.

MONTH	2013	2014	PERCENT CHANGE
January	901,297	958,906	6.4%
February	932,696	1,009,006	8.2%
March	1,692,104	1,640,107	(3.1%)
April	2,086,110	2,004,182	(3.9%)
May	2,648,818	2,541,756	(4.0%)
June	3,245,968	3,070,635	(5.4%)
July	3,531,317	3,527,211	(0.1%)
August	3,062,058 *	3,568,958	16.6%
September	2,631,499	2,888,038	9.7%
October	1,401,190 **	2,200,424	57.0%
November	1,258,826	1,352,616	7.5%
December	1,004,435	1,383,352	37.7%
TOTAL (Rolling 12 months)	24,396,318	26,145,191	7.2%

Fourth Quarter 2014 Area Highlights

AREA	2013	2014	PERCENT CHANGE
Nevada State Parks	433,719	476,703	9.9%
Great Basin Nat. Park	8,133 **	13,806	69.8%
Lake Mead Nat. Rec. Area	1,027,068 **	1,520,246	48.0%
Hoover Dam Visitor Center	166,011	153,808	(7.4%)
Grand Canyon Nat. Park	637,668 **	933,275	46.4%
Zion Nat. Park	425,730 **	581,221	36.5%
Bryce Canyon Nat. Park	181,504 **	266,610	46.9%
Death Valley Nat. Park	189,828 **	270,364	42.4%
Yosemite Nat. Park	594,790 **	720,359	21.1%
TOTAL (All Parks)	3,664,451	4,936,392	34.7%

*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
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TONOPAH CONVENTION CENTER

301 Brougner Ave., P.O. Box 408
Tonopah, NV 89049
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www.tonopahnevada.com

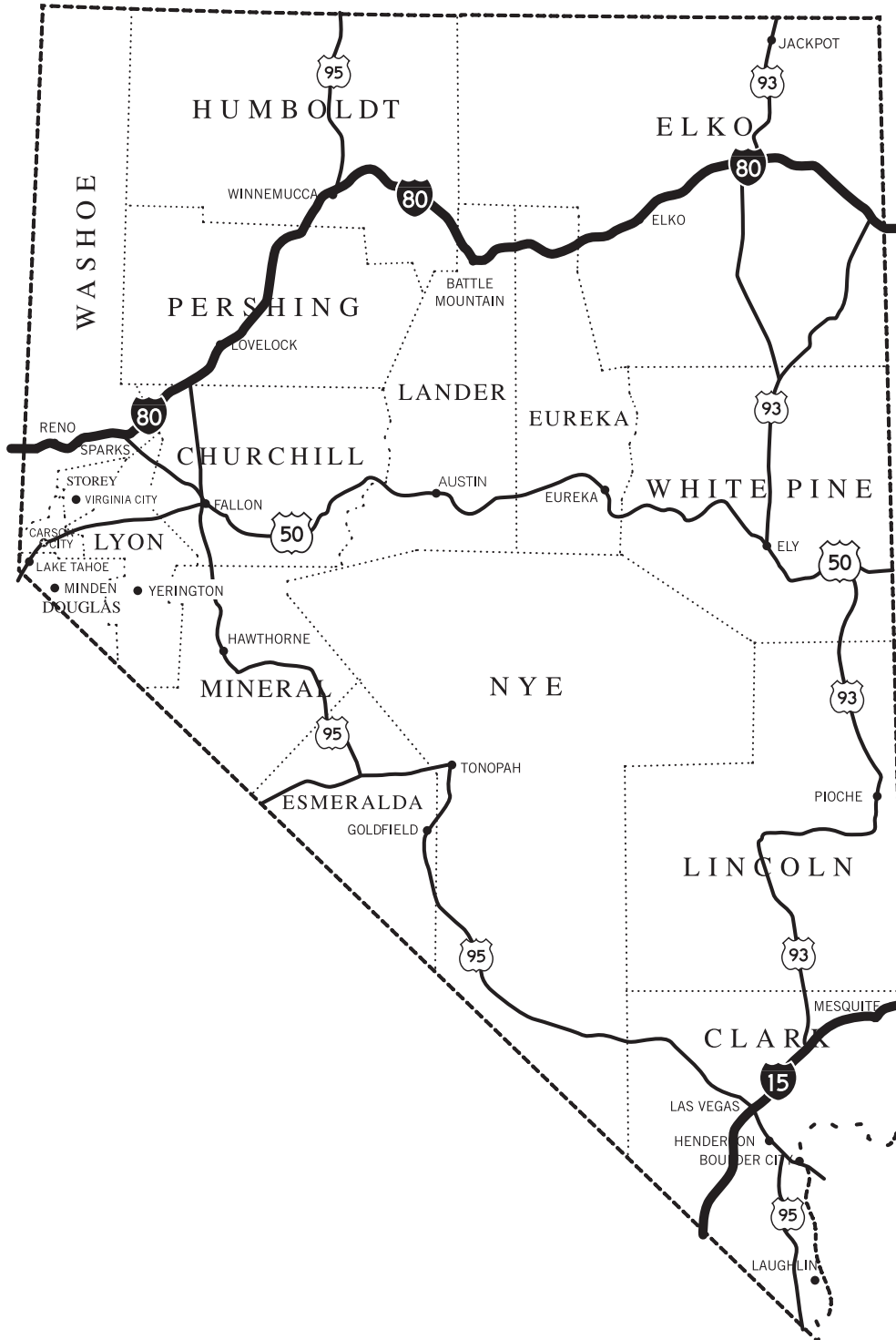
WENDOVER AREA CHAMBER OF COMMERCE & TOURISM

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
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