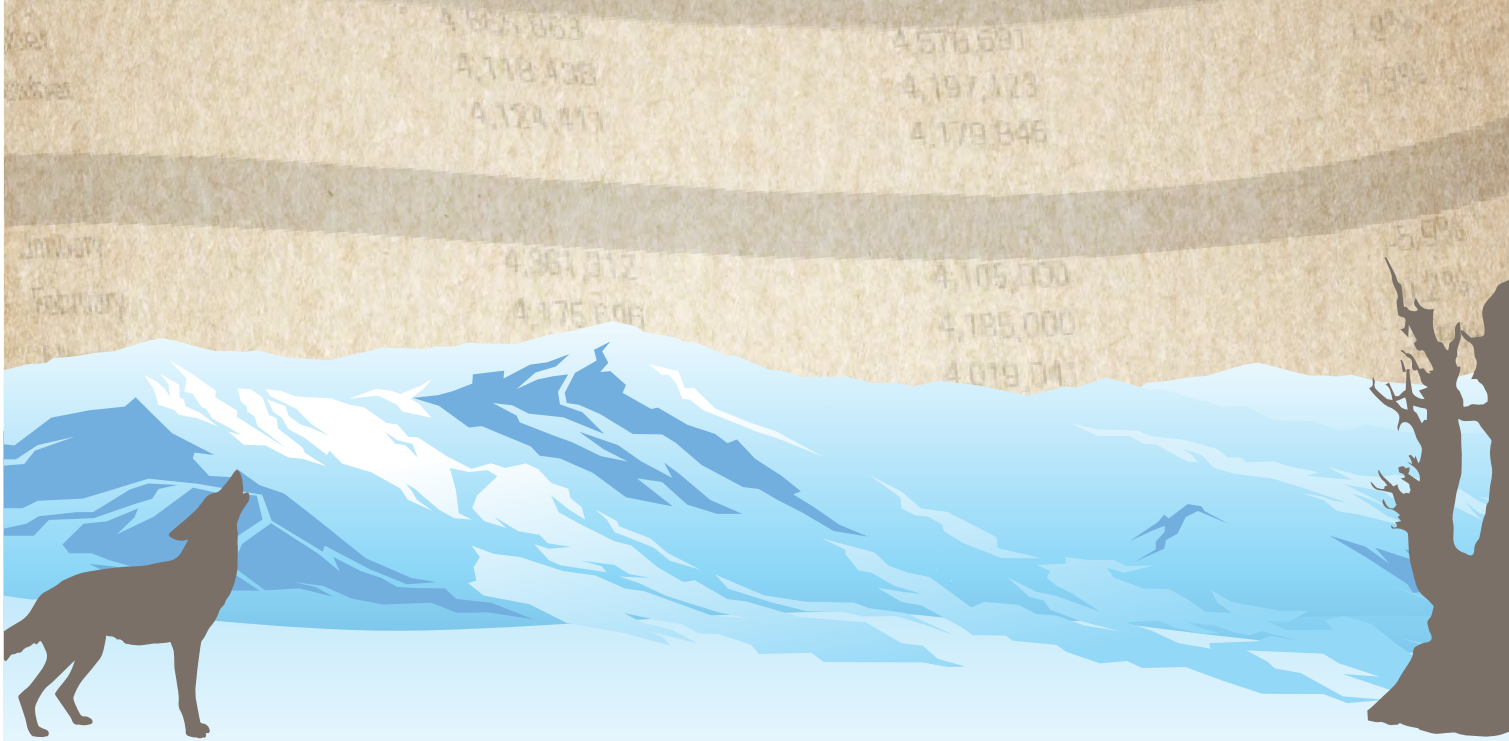


NEVADA

A WORLD WITHIN.
A STATE APART.

OF VISITORS TO NEVADA



SECOND QUARTER * 2015 VOLUME XXIII

DISCOVER THE FACTS



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A Quarterly Report Published by the Nevada Division of Tourism

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TRAVELNEVADA.BIZ

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
July	\$1,516,466	\$1,623,779	7.1%
August	1,521,004	1,699,565	11.7%
September	1,530,232	1,642,800	7.4%
October	1,704,145	1,846,946	8.4%
November	1,424,781	1,531,700	7.5%
December	1,160,680	1,303,813	12.3%

MONTH	2014	2015	PERCENT CHANGE
January	1,659,124	1,882,794	13.5%
February	1,477,520	1,544,910	4.6%
March	2,025,167	1,873,514	(7.5%)
April	1,739,184	1,856,835	6.8%
May	1,912,782	2,083,224	8.9%
June	1,607,957	1,579,811	(1.8%)
TOTAL (Rolling 12 months)	\$19,279,041	\$20,469,690	6.2%

Second Quarter 2015 Area Highlights

AREA	2014	2015	PERCENT CHANGE
Clark County	\$4,842,161	\$5,079,210	4.9%
Washoe County	259,707	272,033	4.7%
Douglas County*	37,891	37,501	(1.0%)
Elko County	50,385	48,870	(3.0%)
Carson City	7,031 **	15,723	123.6%
All other counties	62,747	66,532	6.0%
TOTAL (State)	\$5,259,923	\$5,519,869	4.9%

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	2013	2014	PERCENT CHANGE
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%

MONTH	2014	2015	PERCENT CHANGE
January	4,118,584	4,237,123	2.9%
February	3,922,928	3,980,836	1.5%
March	4,645,529	4,576,025	(1.5%)
April	4,549,456	4,629,621	1.8%
May	4,641,132	4,785,884	3.1%
June	4,688,504	4,764,836	1.6%
TOTAL (Rolling 12 months)	52,731,938	53,847,395	2.1%

Second Quarter 2015 Area Highlights

AREA	2014	2015	PERCENT CHANGE
Clark County:			
Las Vegas	10,491,513	10,831,382	3.2%
Laughlin	529,664	481,059	(9.2%)
Mesquite	315,309	320,695	1.7%
Washoe County	1,226,939	1,193,871	(2.7%)
All other counties	1,315,667	1,353,333	2.9%
TOTAL (State)	13,879,092	14,180,340	2.2%

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
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

MONTH	2014	2015	NET CHANGE
January	76.0%	76.0%	0.0
February	79.3%	79.9%	0.6
March	85.3%	83.1%	(2.2)
April	84.0%	83.1%	(0.9)
May	83.0%	85.5%	2.5
June	85.0%	85.3%	0.3
MONTHLY AVG (Rolling 12 months)	80.2%	81.2%	1.0

Second Quarter 2015 Area Highlights

AREA	2014	2015	NET CHANGE
Clark County:			
Las Vegas	89.4%	90.2%	0.8
Laughlin	64.6%	63.2%	(1.4)
Mesquite	78.8%	78.8%	0.0
Lake Tahoe*	68.7%	64.3%	(4.4)
Washoe County	65.9%	66.3%	0.4
All other counties	63.4%	64.0%	0.6
QUARTER AVG (State)	84.0%	84.6%	0.6

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
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	4,987,056	2.0%
November	4,419,996	4,489,752	1.6%
December	4,103,099	4,270,895	4.1%

MONTH	2014	2015	PERCENT CHANGE
January	4,584,476	4,556,155	(0.6%)
February	4,328,317	4,321,383	(0.2%)
March	5,160,177	4,977,739	(3.5%)
April	4,857,869	4,840,579	(0.4%)
May	4,975,098	5,093,244	2.4%
June	4,935,677	4,929,882	(0.1%)
TOTAL (Rolling 12 months)	56,888,203	57,331,235	0.8%

Second Quarter 2015 Area Highlights

AREA	2014	2015	PERCENT CHANGE
Clark County:			
Las Vegas	12,149,673	12,300,494	1.2%
Laughlin	604,809	570,093	(5.7%)
Mesquite	124,475	123,825	(0.5%)
Lake Tahoe*	113,336	110,687	(2.3%)
Washoe County	1,040,294	1,013,933	(2.5%)
All other counties	736,057	744,673	1.2%
TOTAL (State)	14,768,644	14,863,705	0.6%

*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.

ROOM INVENTORY

The number of hotel/motel rooms in Nevada.

MONTH	2013	2014	PERCENT CHANGE
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%)

MONTH	2014	2015	PERCENT CHANGE
January	194,676	193,355	(0.7%)
February	194,870	193,233	(0.8%)
March	195,081	193,252	(0.9%)
April	192,841	194,052	0.6%
May	193,248	192,256	(0.5%)
June	193,523	192,754	(0.4%)
END OF PERIOD	193,523	192,754	(0.4%)

Second Quarter 2015 Area Highlights

AREA	2014	2015	PERCENT CHANGE
Clark County:			
Las Vegas	149,297	149,071	(0.2%)
Laughlin	10,275	9,996	(2.7%)
Mesquite	1,735	1,706	(1.7%)
Lake Tahoe*	1,813	2,091	15.3%
Washoe County	17,646	17,102	(3.1%)
All other counties	12,757	12,788	0.2%
END OF PERIOD (State)	193,523	192,754	(0.4%)

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of June 30, 2015.

*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.

GROSS GAMING REVENUE

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

MONTH	2013	2014	PERCENT CHANGE
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%)

MONTH	2014	2015	PERCENT CHANGE
January	894,191,833	952,704,123	6.5%
February	926,086,899	916,086,085	(1.1%)
March	982,175,517	951,245,277	(3.1%)
April	851,977,864	897,925,088	5.4%
May	971,220,551	1,003,548,229	3.3%
June	906,851,820	830,940,223	(8.4%)
TOTAL (Rolling 12 months)	\$11,236,672,406	\$11,046,872,083	(1.7%)

Second Quarter 2015 Area Highlights

AREA	2014	2015	PERCENT CHANGE
Clark County:	\$2,374,658,053	\$2,362,914,320	(0.5%)
Strip	1,588,242,524	1,545,575,341	(2.7%)
Downtown	123,866,608	136,293,689	10.0%
Laughlin	114,446,849	116,923,828	2.2%
Mesquite	27,369,914	28,097,428	2.7%
County balance	520,732,157	536,024,034	2.9%
Washoe County	191,083,467	191,384,330	0.2%
Lake Tahoe*	38,632,118	48,284,487	25.0%
Elko County	63,523,201	65,750,561	3.5%
Carson Valley Area	24,554,511	26,029,064	6.0%
All other counties	37,598,886	38,050,778	1.2%
TOTAL (State)	\$2,730,050,235	\$2,732,413,540	0.1%

*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	2013	2014	PERCENT CHANGE
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%)

MONTH	2014	2015	PERCENT CHANGE
January	655,671	696,962	6.3%
February	529,536	565,645	6.8%
March	683,779	570,779	(16.5%)
April	509,275	568,141	11.6%
May	567,608	511,432	(9.9%)
June	522,562	425,828	(18.5%)
TOTAL (Rolling 12 months)	5,817,567	5,600,790	(3.7%)

Second Quarter 2015 Area Highlights

AREA	2014	2015	PERCENT CHANGE
Clark County:			
Las Vegas	1,278,923	1,292,552	1.1%
Washoe County	263,899	173,031 *	(34.4%)
All other counties	38,064	39,818	4.6%
TOTAL (State)	1,580,886	1,505,401	(4.8%)

*Men's USBC Open Championship did not occur in 2015.

Laughlin convention attendance figures are no longer available as of October 2014. Historical monthly totals through September 2014 do include Laughlin data.

AIRPORT VOLUME

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

MONTH	2013	2014	PERCENT CHANGE
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%

MONTH	2014	2015	PERCENT CHANGE
January	3,566,532	3,589,186	0.6%
February	3,326,685	3,430,920	3.1%
March	4,104,970	4,180,532	1.8%
April	3,917,651	4,079,084	4.1%
May	4,105,194	4,307,053	4.9%
June	4,051,034	4,265,573	5.3%
TOTAL (Rolling 12 months)	46,099,963	47,393,824	2.8%

Second Quarter 2015 Area Highlights

AREA	2014	2015	PERCENT CHANGE
McCarran Int. (Las Vegas)	11,086,242	11,689,038	5.4%
Reno/Tahoe Int.	865,797	853,101	(1.5%)
North Las Vegas	20,104	14,682	(27.0%)
Laughlin/Bullhead Int.	57,216	51,317	(10.3%)
Elko Airport	9,249	8,473	(8.4%)
Henderson Exec. Airport	35,271	35,099	(0.5%)
TOTAL (State)	12,073,879	12,651,710	4.8%

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
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%

MONTH	2014	2015	PERCENT CHANGE
January	2,148,978	2,296,827	6.9%
February	1,997,934	2,151,932	7.7%
March	2,229,429	2,400,807	7.7%
April	2,375,810	2,488,053	4.7%
May	2,531,961	2,681,778	5.9%
June	2,758,036	2,933,149	6.3%
TOTAL (Rolling 12 months)	29,315,359	30,770,229	5.0%

Second Quarter 2015 Area Highlights

AREA	2014	2015	PERCENT CHANGE
I-15 at Primm/Jean	1,995,774	2,110,453	5.7%
I-15 at Mesquite	1,065,367	1,143,341	7.3%
I-80 at Verdi	1,243,412	1,335,742	7.4%
I-80 at Wells	269,690	275,909	2.3%
All other entry points	3,091,564	3,237,535	4.7%
TOTAL (State)	7,665,807	8,102,980	5.7%

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

*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
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%

MONTH	2014	2015	PERCENT CHANGE
January	958,906	1,165,586	21.6%
February	1,009,006	1,348,188	33.6%
March	1,640,107	2,040,526	24.4%
April	2,004,182	2,380,484	18.8%
May	2,541,756	2,758,749	8.5%
June	3,052,582	3,249,887	6.5%
TOTAL (Rolling 12 months)	24,095,864	27,864,019	15.6%

Second Quarter 2015 Area Highlights

AREA	2014	2015	PERCENT CHANGE
Nevada State Parks	935,289	897,522	(4.0%)
Great Basin Nat. Park	32,034	34,627	8.1%
Lake Mead Nat. Rec. Area	1,908,820	2,028,087	6.2%
Hoover Dam Visitor Center	193,001	196,489	1.8%
Grand Canyon Nat. Park	1,368,242	1,600,373	17.0%
Zion Nat. Park	1,107,563	1,256,471	13.4%
Bryce Canyon Nat. Park	618,535	768,346	24.2%
Death Valley Nat. Park	322,080	336,462	4.5%
Yosemite Nat. Park	1,112,956	1,270,743	14.2%
TOTAL (All Parks)	7,598,520	8,389,120	10.4%

*Yosemite National Park visitation impacted by the Rim Fire.

**Visitation impacted by the federal government shutdown during the first sixteen days of October 2013.

Second Quarter

2015 VOLUME XXIII

INFORMATION SOURCES

CARSON CITY CONVENTION & VISITORS BUREAU

716 N. Carson Street
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: 702-892-7547 • www.LasVegas.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
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

