



NEVADA  
COMMISSION  
ON TOURISM

# Second Quarter 2013 VOLUME XXI

A Digest of Statistical Information on the Nevada Tourism Industry

NUMBER OF VISITORS TO NEVADA

October	4,665,863		
November	4,118,438	4,576,691	-10.5%
December	4,124,411	4,197,123	1.7%
January		4,179,846	1.7%
February	4,361,312		
March	4,175,696	4,105,000	-1.7%
April	4,910,243	4,185,000	-15.1%
May	4,547,530	4,619,041	1.6%
June	4,616,031	4,408,812	-4.8%
July	4,669,235	4,585,859	-1.9%
August	4,951,404	4,438,632	-11.3%
September	4,855,796	4,642,005	-4.7%
ANNUAL	49,129,332	49,677,491	1.1%
TOTAL	54,578,112	52,142,508	-4.5%
County:			
Vegas	10,000,312	9,770,164	-2.2%
Lincoln	786,531	735,251	-6.5%
Washoe	395,329	319,630	-19.1%
Clark	1,424,359	1,294,446	-9.1%
White Pine	1,783,000	1,668,000	-6.4%
Other	1,783,000	13,387,491	-7.0%
State	14,389,533		

# Discover *the* Facts

NUMBER OF VISITORS TO NEVADA

**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

This publication is updated quarterly to reflect revisions to current and prior year's monthly data.



NEVADA  
COMMISSION  
ON TOURISM

## Visitor Volume

The number of visitors to Nevada.

MONTH	2011	2012	PERCENT CHANGE
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%
April	4,440,519	4,439,486	(0.0%)
May	4,564,576	4,557,233	(0.2%)
June	4,692,091	4,684,024	(0.2%)
<b>TOTAL (Rolling 12 months)</b>	<b>51,945,655</b>	<b>52,057,587</b>	<b>0.2%</b>

### Second Quarter 2013 Area Highlights

AREA	2012	2013	PERCENT CHANGE
Clark County:			
Las Vegas	10,168,651	10,160,031	(0.1%)
Laughlin	542,811	546,874	0.7%
Mesquite	282,505	274,107	(3.0%)
Washoe County	1,204,019	1,247,398	3.6%
All other counties	1,499,200	1,452,333	(3.1%)
<b>TOTAL (State)</b>	<b>13,697,186</b>	<b>13,680,743</b>	<b>(0.1%)</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	2011	2012	PERCENT CHANGE
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%
April	492,834	525,982	6.7%
May	440,573	437,126	(0.8%)
June	454,797	411,128	(9.6%)
<b>TOTAL (Rolling 12 months)</b>	<b>5,470,761</b>	<b>5,593,855</b>	<b>2.3%</b>

### Second Quarter 2013 Area Highlights

AREA	2012	2013	PERCENT CHANGE
Clark County:			
Las Vegas	1,158,329	1,253,148	8.2%
Laughlin	27,583	21,174	(23.2%)
Washoe County	98,400	66,786	(32.1%)
All other counties	103,892	33,128 *	(68.1%)
<b>TOTAL (State)</b>	<b>1,388,204</b>	<b>1,374,236</b>	<b>(1.0%)</b>

\*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
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
April	81.1%	81.6%	0.5
May	80.8%	81.3%	0.5
June	83.6%	83.6%	0.0
<b>MONTHLY AVG (Rolling 12 months)</b>	<b>78.6%</b>	<b>79.4%</b>	<b>0.8</b>

### Second Quarter 2013 Area Highlights

AREA	2012	2013	NET CHANGE
Clark County:			
Las Vegas	87.0%	87.0%	0.0
Laughlin	62.2%	64.1%	1.9
Mesquite	83.0%	75.5%	(7.5)
Lake Tahoe*	59.9%	55.1%	(4.8)
Washoe County	64.0%	68.0%	4.0
All other counties	64.1%	64.2%	0.1
<b>QUARTER AVG (State)</b>	<b>81.8%</b>	<b>82.1%</b>	<b>0.3</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	2011	2012	PERCENT CHANGE
July	5,064,698	5,047,798	(0.3%)
August	4,844,382	4,887,028	0.9%
September	4,780,161	4,827,477	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%
April	4,748,198	4,751,684	0.1%
May	4,889,943	4,891,623	0.0%
June	4,890,827	4,880,951	(0.2%)
<b>TOTAL (Rolling 12 months)</b>	<b>56,072,353</b>	<b>56,390,706</b>	<b>0.6%</b>

### Second Quarter 2013 Area Highlights

AREA	2012	2013	PERCENT CHANGE
Clark County:			
Las Vegas	11,933,954	11,866,850	(0.6%)
Laughlin	584,597	602,786	3.1%
Mesquite	133,038	119,715	(10.0%)
Lake Tahoe*	128,352	117,987	(8.1%)
Washoe County	1,011,648	1,072,167	6.0%
All other counties	737,379	744,752	1.0%
<b>TOTAL (State)</b>	<b>14,528,968</b>	<b>14,524,257</b>	<b>(0.0%)</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	2011	2012	PERCENT CHANGE
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%)
April	195,227	194,177	(0.5%)
May	195,170	194,067	(0.6%)
June	195,027	194,659	(0.2%)
<b>END OF PERIOD</b>	<b>195,027</b>	<b>194,659</b>	<b>(0.2%)</b>

### Second Quarter 2013 Area Highlights

AREA	2012	2013	PERCENT CHANGE
Clark County:			
Las Vegas	150,245	149,884	(0.2%)
Laughlin	10,333	10,333	0.0%
Mesquite	1,759	1,736	(1.3%)
Lake Tahoe*	2,354	2,354	0.0%
Washoe County	17,701	17,605	(0.5%)
All other counties	12,635	12,747	0.9%
<b>END OF PERIOD (State)</b>	<b>195,027</b>	<b>194,659</b>	<b>(0.2%)</b>

*Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of June 30, 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
July	\$1,425,034	\$1,349,588	(5.3%)
August	1,387,229	1,389,126	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%
April	1,508,590	1,660,673	10.1%
May	1,599,746	1,666,030	4.1%
June	1,520,600	1,556,378	2.4%
<b>TOTAL (Rolling 12 months)</b>	<b>\$17,318,898</b>	<b>\$17,645,471</b>	<b>1.9%</b>

### Second Quarter 2013 Area Highlights

AREA	2012	2013	PERCENT CHANGE
Clark County	\$4,218,292	\$4,446,101	5.4%
Washoe County	233,232	267,824	14.8%
Douglas County *	38,732	39,200	1.2%
Elko County	51,782	53,067	2.5%
Carson City	14,275	11,983	(16.1%)
All other counties	72,623	64,906 **	(10.6%)
<b>TOTAL (State)</b>	<b>\$4,628,936</b>	<b>\$4,883,081</b>	<b>5.5%</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.

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



## Gross Gaming Revenue

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

MONTH	2011	2012	PERCENT CHANGE
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%
April	855,674,603	854,293,048	(0.2%)
May	885,086,490	897,232,001	1.4%
June	832,534,319	792,496,547	(4.8%)
<b>TOTAL (Rolling 12 months)</b>	<b>\$10,705,810,404</b>	<b>\$10,903,848,673</b>	<b>1.8%</b>

### Second Quarter 2013 Area Highlights

AREA	2012	2013	PERCENT CHANGE
Clark County:	\$2,217,025,391	\$2,182,581,541	(1.6%)
Strip	1,418,162,514	1,388,782,773	(2.1%)
Downtown	127,609,708	124,045,884	(2.8%)
Laughlin	114,694,539	119,559,186	4.2%
Mesquite	29,865,598	28,159,366	(5.7%)
County balance	526,693,032	522,034,333	(0.9%)
Washoe County	183,305,632	191,830,892	4.7%
Lake Tahoe*	43,633,352	42,883,244	(1.7%)
Elko County	65,572,047	63,240,529	(3.6%)
Carson Valley Area	24,576,856	25,138,742	2.3%
All other counties	39,182,134	38,346,647	(2.1%)
<b>TOTAL (State)</b>	<b>\$2,573,295,412</b>	<b>\$2,544,021,596</b>	<b>(1.1%)</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	2011	2012	PERCENT CHANGE
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%
April	3,875,646	3,869,709	(0.2%)
May	3,988,712	4,098,145	2.7%
June	3,955,346	4,023,808	1.7%
<b>TOTAL (Rolling 12 months)</b>	<b>45,922,282</b>	<b>45,665,901</b>	<b>(0.6%)</b>

### Second Quarter 2013 Area Highlights

AREA	2012	2013	PERCENT CHANGE
McCarran Int. (Las Vegas)	10,806,743	10,958,894	1.4%
Reno/Tahoe Int.	881,043	903,667	2.6%
North Las Vegas	28,933	24,709	(14.6%)
Laughlin/Bullhead Int.	57,854	60,271	4.2%
Elko Airport	10,799	10,045	(7.0%)
Henderson Exec. Airport	34,332	34,076	(0.7%)
<b>TOTAL (State)</b>	<b>11,819,704</b>	<b>11,991,662</b>	<b>1.5%</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	2011		2012	PERCENT CHANGE
July	2,057,274	*,**,***,****	2,947,801	43.3%
August	2,354,182	*,**	2,802,749	**
September	1,800,234	*,**,***,****	2,250,341	** ,*****
October	1,811,090	*,**	1,761,692	*****
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%
April	2,323,352	*	2,244,347	(3.4%)
May	2,502,455	*	2,341,960	**
June	2,263,577	*	2,712,131	19.8%
<b>TOTAL (Rolling 12 months)</b>	<b>25,378,139</b>		<b>27,840,768</b>	<b>9.7%</b>

### Second Quarter 2013 Area Highlights

AREA	2012		2013	PERCENT CHANGE
I-15 at Primm/Jean	2,034,024		1,920,014	(5.6%)
I-15 at Mesquite	1,018,972		1,040,023	2.1%
I-80 at Verdi	823,674		1,210,026	46.9%
I-80 at Wells	249,798		265,183	6.2%
All other entry points	2,962,916		2,863,192	**
<b>TOTAL (State)</b>	<b>7,089,384</b>		<b>7,298,438</b>	<b>2.9%</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 2011 through October 2011 and June 2012 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, August through September 2012 and May 2013 do not contain any data.

\*\*\*Interstate 80 at Wells, traffic totals for 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
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	932,697	(0.9%)
March	1,432,120	1,692,104	18.2%
April	2,149,377	2,085,911	(3.0%)
May	2,484,585	2,636,479	6.1%
June	3,089,137	3,245,969	5.1%
<b>TOTAL (Rolling 12 months)</b>	<b>24,572,899</b>	<b>25,174,956</b>	<b>2.5%</b>

### Second Quarter 2013 Area Highlights

AREA	2012	2013	PERCENT CHANGE
Nevada State Parks	929,232	936,173	0.7%
Great Basin Nat. Park	26,492	29,161	10.1%
Lake Mead Nat. Rec. Area	2,106,203	2,272,498	7.9%
Hoover Dam Visitor Center	212,247	204,365	(3.7%)
Grand Canyon Nat. Park	1,373,723	1,463,991	6.6%
Zion Nat. Park	1,071,420	979,036	(8.6%)
Bryce Canyon Nat. Park	576,574	652,665	13.2%
Death Valley Nat. Park	257,519	278,454	8.1%
Yosemite Nat. Park	1,169,689	1,152,016	(1.5%)
<b>TOTAL (All Parks)</b>	<b>7,723,099</b>	<b>7,968,359</b>	<b>3.2%</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.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  
Stateline, NV 89449  
775-588-4591 • Fax: 775-588-4598  
tahoe.tahoechamber.org

### TONOPAHO 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

