



NEVADA
COMMISSION
ON TOURISM

Fourth Quarter 2012 VOLUME XX

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	-6.3%
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	-3.0%
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	-6.2%
December	4,855,796	4,681,991	-3.8%
November	4,582,332	4,962,495	8.5%
TOTAL	54,382,292	53,588,500	-1.4%
Clark County	11,000,300	10,776,164	-2.1%
Washoe County	786,531	835,251	6.3%
Lincoln County	395,323	3,000,000	19.0%
Other	1,424,300	1,294,446	-9.1%
Statewide	1,783,000	1,668,000	-6.4%
County	14,389,533	13,387,491	-7.0%

Discover *the* Facts

Governor

Brian Sandoval

Lt. Governor • Chair

Brian K. Krolicki

Nevada Commission on Tourism

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NEVADA
COMMISSION
ON TOURISM

This publication is updated quarterly. Data is based on current and prior year's monthly data.

Visitor Volume

The number of visitors to Nevada.

MONTH	2011	2012	PERCENT CHANGE
January	3,980,141	3,948,453	(0.8%)
February	3,769,576	3,956,340	5.0%
March	4,415,303	4,570,874	3.5%
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%
TOTAL	51,500,481	52,299,113	1.6%

Fourth Quarter 2012 Area Highlights

AREA	2011	2012	PERCENT CHANGE
Clark County:			
Las Vegas	9,406,086	9,664,142	2.7%
Laughlin	479,194	441,872	(7.8%)
Mesquite	229,921	222,524	(3.2%)
Washoe County	973,361	991,376	1.9%
All other counties	984,800	987,133	0.2%
TOTAL (State)	12,073,362	12,307,047	1.9%

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
January	679,220	578,545	(14.8%)
February	510,286	613,482	20.2%
March	608,495	555,154	(8.8%)
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%)
TOTAL	5,591,878	5,565,099	(0.5%)

Fourth Quarter 2012 Area Highlights

AREA	2011	2012	PERCENT CHANGE
Clark County:			
Las Vegas	990,551	1,059,275	6.9%
Laughlin	15,495	17,436	12.5%
Washoe County	24,864	16,240	(34.7%)
All other counties	78,462	103,988	32.5%
TOTAL (State)	1,109,372	1,196,939	7.9%

Occupancy Level

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

MONTH	2011	2012	NET CHANGE
January	72.9%	71.8%	(1.1)
February	76.2%	76.4%	0.2
March	81.6%	82.2%	0.6
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
MONTHLY AVG	78.8%	79.1%	0.3

Fourth Quarter 2012 Area Highlights

AREA	2011	2012	NET CHANGE
Clark County:			
Las Vegas	79.3%	81.6%	2.3
Laughlin	53.3%	50.2%	(3.1)
Mesquite	73.0%	64.9%	(8.1)
Lake Tahoe*	51.8%	54.5%	2.7
Washoe County	53.7%	53.1%	(0.6)
All other counties	55.4%	56.9%	1.5
QUARTER AVG (State)	73.7%	75.3%	1.6

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	2011	2012	PERCENT CHANGE
January	4,366,905	4,339,342	(0.6%)
February	4,138,598	4,325,483	4.5%
March	4,907,670	4,982,882	1.5%
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	4,997,586	2.6%
November	4,245,675	4,290,231	1.0%
December	4,091,422	4,214,637	3.0%
TOTAL	55,776,999	56,442,089	1.2%

Fourth Quarter 2012 Area Highlights

AREA	2011	2012	PERCENT CHANGE
Clark County:			
Las Vegas	10,971,246	11,287,237	2.9%
Laughlin	507,140	477,344	(5.9%)
Mesquite	118,289	104,791	(11.4%)
Lake Tahoe*	110,624	118,076	6.7%
Washoe County	855,560	848,058	(0.9%)
All other counties	643,539	666,949	3.6%
TOTAL (State)	13,206,398	13,502,455	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	2011	2012	PERCENT CHANGE
January	193,258	195,057	0.9%
February	193,869	195,171	0.7%
March	194,065	195,534	0.8%
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%
END OF PERIOD	194,838	195,352	0.3%

Fourth Quarter 2012 Area Highlights

AREA	2011	2012	PERCENT CHANGE
Clark County:			
Las Vegas	150,161	150,481	0.2%
Laughlin	10,334	10,333	0.0%
Mesquite	1,763	1,745	(1.0%)
Lake Tahoe*	2,252	2,354	4.5%
Washoe County	17,693	17,692	0.0%
All other counties	12,635	12,747	0.9%
END OF PERIOD (State)	194,838	195,352	0.3%

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of December 31, 2012.

*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
January	\$ 1,373,259	\$ 1,470,241	7.1%
February	1,165,603	1,369,010	17.5%
March	1,608,272	1,498,475	(6.8%)
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	1,348,531	(5.4%)
August	1,387,229	1,389,579	0.2%
September	1,547,744	1,563,234	1.0%
October	1,649,424	1,682,263	2.0%
November	1,228,956	1,224,842	(0.3%)
December	1,113,850	1,159,467	4.1%
TOTAL	\$ 16,865,889	\$ 17,334,577	2.8%

Fourth Quarter 2012 Area Highlights

AREA	2011	2012	PERCENT CHANGE
Clark County	\$ 3,660,532	\$ 3,731,615	1.9%
Washoe County	180,220	178,087	(1.2%)
Douglas County*	45,990	47,391	3.0%
Elko County	40,657	41,625	2.4%
Carson City	9,198	9,821	6.8%
All other counties	55,633	58,033	4.3%
TOTAL (State)	\$ 3,992,230	\$ 4,066,572	1.9%

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.

Gross Gaming Revenue

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

MONTH	2011	2012	PERCENT CHANGE
January	\$ 877,281,554	\$ 1,038,406,570	18.4%
February	881,758,357	932,173,137	5.7%
March	958,694,506	854,590,394	(10.9%)
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%
TOTAL	\$ 10,700,966,491	\$ 10,861,087,369	1.5%

Fourth Quarter 2012 Area Highlights

AREA	2011	2012	PERCENT CHANGE
Clark County:	\$ 2,350,751,889	\$ 2,357,157,045	0.3%
Strip	1,574,249,673	1,600,947,667	1.7%
Downtown	125,709,436	124,112,744	(1.3%)
Laughlin	108,589,662	108,031,983	(0.5%)
Mesquite	29,888,163	28,582,988	(4.4%)
County balance	512,314,953	495,481,662	(3.3%)
Washoe County	175,510,911	166,760,853	(5.0%)
Lake Tahoe*	43,089,167	54,547,242	26.6%
Elko County	63,781,122	63,701,661	(0.1%)
Carson Valley Area	24,402,582	23,300,895	(4.5%)
All other counties	38,971,423	39,270,962	0.8%
TOTAL (State)	\$ 2,696,507,092	\$ 2,704,738,657	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.

Airport Volume

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

MONTH	2011	2012	PERCENT CHANGE
January	3,503,123	3,472,562	(0.9%)
February	3,254,734	3,410,841	4.8%
March	3,960,877	3,992,407	0.8%
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%)
TOTAL	45,719,139	45,629,582	(0.2%)

Fourth Quarter 2012 Area Highlights

AREA	2011	2012	PERCENT CHANGE
McCarran Int. (Las Vegas)	10,268,908	10,176,022	(0.9%)
Reno/Tahoe Int.	826,557	792,836	(4.1%)
North Las Vegas	22,557	16,095	(28.6%)
Laughlin/Bullhead Int.	49,184	46,194	(6.1%)
Elko Airport	11,115	9,948	(10.5%)
Henderson Exec. Airport	28,438	28,986	1.9%
TOTAL (State)	11,206,759	11,070,081	(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
January	1,715,820 * ,***	2,096,849 *	22.2%
February	1,647,855 *	2,024,654 *	22.9%
March	1,838,819 *	2,098,468 *	14.1%
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%)
TOTAL	23,186,510	27,429,999	18.3%

Fourth Quarter 2012 Area Highlights

AREA	2011	2012	PERCENT CHANGE
I-15 at Primm/Jean	1,649,693	1,291,678 *****	(21.7%)
I-15 at Mesquite	555,532 *****	974,880	75.5%
I-80 at Verdi	762,753 *	1,029,902	35.0%
I-80 at Wells	207,393	212,732	2.6%
All other entry points	2,681,723	2,610,561	(2.7%)
TOTAL (State)	5,857,094	6,119,753	4.5%

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 January 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. In addition, due to equipment failure, the traffic total for January 2011 does not contain any 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
January	867,738	886,216	2.1%
February	921,951	940,978	2.1%
March	1,443,159	1,422,935	(1.4%)
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%
TOTAL	24,448,510	24,653,728	0.8%

Fourth Quarter 2012 Area Highlights

AREA	2011	2012	PERCENT CHANGE
Nevada State Parks	408,431	400,937	(1.8%)
Great Basin Nat. Park	12,563	13,023	3.7%
Lake Mead Nat. Rec. Area	1,225,746	1,236,253	0.9%
Hoover Dam Visitor Center	174,552	162,870	(6.7%)
Grand Canyon Nat. Park	731,972	795,131	8.6%
Zion Nat. Park	501,241	492,985	(1.6%)
Bryce Canyon Nat. Park	207,109	265,805	28.3%
Death Valley Nat. Park	145,660	210,653	44.6%
Yosemite Nat. Park	650,600	612,413	(5.9%)
TOTAL (All Parks)	4,057,874	4,190,070	3.3%

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
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TAHOE-DOUGLAS CHAMBER OF COMMERCE

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775-588-4591 • Fax: 775-588-4598
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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

