



Mapping the Value Network and Supply Chain of Nevada's Tourism and Hospitality Industry Sector

**Nevada Commission on Tourism
Thursday, June 15, 2023**

The Project

- Semester-Long Project completed by Graduate Students, BADM 779.1001 Spring 2023 Seminar in Logistics and Supply Chain Management; The College of Business; University of Nevada, Reno
- 11 Total Students Participated; each paid \$1,000 as UCED Student Researchers
- Project Divided into Four Parts:
 - Historical Overview of Nevada’s Tourism and Hospitality Industry Sector
 - Evaluating National and International Tourism and Hospitality Industry Sector Value Networks and Supply Chains
 - Map of the Value Network and Supply Chain of the Tourism and Hospitality Industry Sector
 - Gaps and Developing Targeted Community and Economic Development Recommendations
- Support of and Participation in by the Department of Tourism and Cultural Affairs and the Governor’s Office of Economic Development

Results

Key Backward Linkages Identified

for:

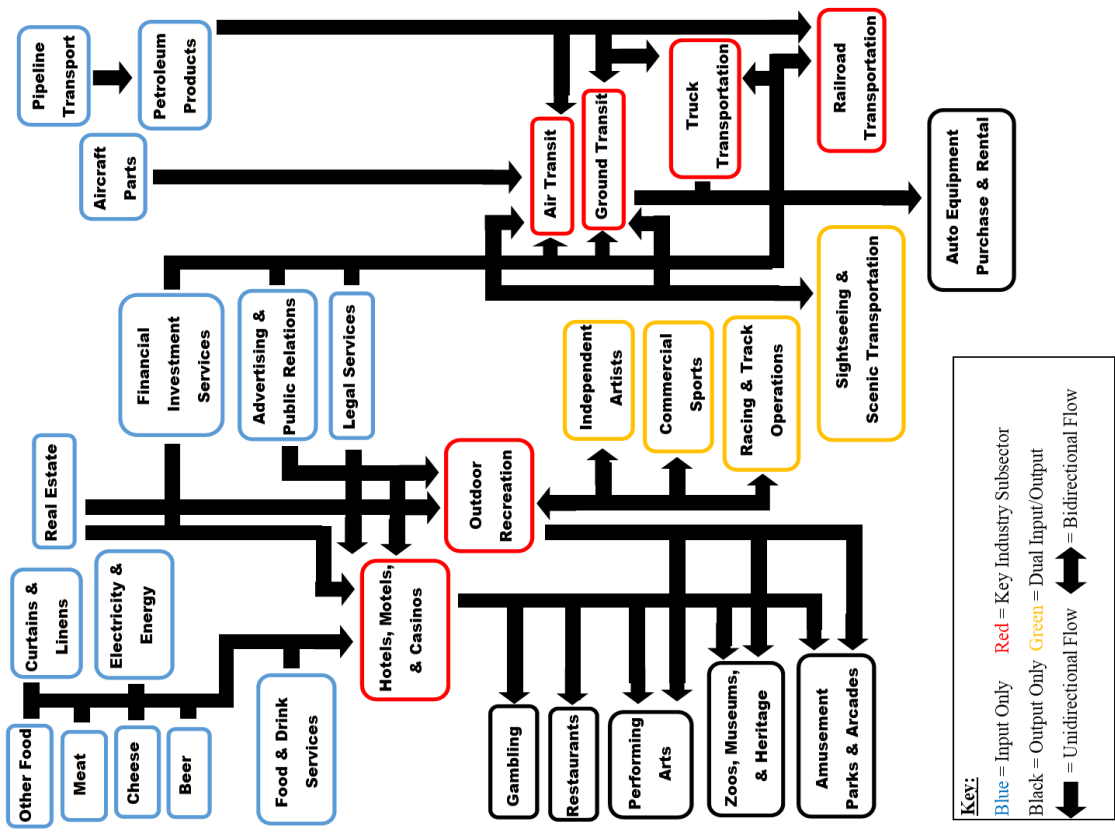
Hotel and Lodging Services

Food and Drink Services

Indoor Events and Recreation Services

Outdoor Recreation Services

Transportation Services



2022						
Industry	RPC	Gross Absorption	Gross Inputs (GI)	Regional Absorption	Regional Inputs (RI)	GI-RI
All other food and drinking place services	99.2%	5.5%	\$459,483,423	5.5%	\$455,891,294	\$3,592,129
Advertising, public relations, and related services	66.0%	4.1%	\$455,382,006	2.7%	\$300,479,817	\$154,902,188
Management of companies and enterprises	98.0%	4.1%	\$433,354,452	4.0%	\$424,581,437	\$8,773,014
Electricity transmission and distribution	63.5%	4.0%	\$315,820,508	2.5%	\$200,608,055	\$115,212,453
Other real estate services	98.6%	2.3%	\$158,291,142	2.3%	\$156,111,705	\$2,179,436
Services to buildings	95.4%	1.7%	\$121,366,218	1.6%	\$115,829,865	\$5,536,352
Curtains and linens	0.1%	1.0%	\$76,101,380	0.0%	\$107,831	\$75,993,549

2022						
Industry	RPC	Gross Absorption	Gross Inputs (GI)	Regional Absorption	Regional Inputs (RI)	GI-RI
Management of companies and enterprises	98.0%	19.0%	\$905,009,051	18.6%	\$886,687,657	\$18,321,394
Other real estate services	98.6%	14.9%	\$835,195,092	14.7%	\$823,695,683	\$11,499,408
Advertising, public relations, and related services	66.0%	7.8%	\$461,963,773	5.1%	\$304,822,738	\$157,141,035
Electricity transmission and distribution	63.5%	4.2%	\$240,278,327	2.7%	\$152,623,932	\$87,654,395
Cheese	0.5%	2.0%	\$117,856,256	0.0%	\$580,444	\$117,275,812
Meat (except poultry) produced in slaughtering plant	0.3%	1.5%	\$91,601,241	0.0%	\$255,525	\$91,345,715
Beer, ale, malt liquor and nonalcoholic beer	2.0%	1.2%	\$64,413,456	0.0%	\$1,299,030	\$63,114,425

Industry	RPC	Gross Absorption	Gross Inputs (GI)	Regional Absorption	Regional Inputs (RI)	GI-RI
Other real estate services	98.6%	25.7%	\$103,827,070	25.3%	\$102,397,524	\$1,429,546
Advertising, public relations, and related services	66.0%	11.5%	\$180,633,537	7.6%	\$119,189,453	\$61,444,084
Legal services	79.7%	10.4%	\$414,721,964	8.3%	\$330,416,405	\$84,305,558
All other food products	2.1%	6.8%	\$10,381,036	0.1%	\$216,433	\$10,164,603
Other insurance	86.1%	5.5%	\$47,395,544	4.8%	\$40,788,919	\$6,606,625
Electricity transmission and distribution	63.5%	5.1%	\$27,898,071	3.2%	\$17,720,755	\$10,177,316
Beer, ale, malt liquor and nonalcoholic beer	2.0%	4.0%	\$41,245,303	0.1%	\$831,797	\$40,413,506

Industry	RPC	Gross Absorption	Gross Inputs (GI)	Regional Absorption	Regional Inputs (RI)	GI-RI
Other real estate services	98.6%	45.4%	\$184,171,443	44.8%	\$181,635,673	\$2,535,770
Promotional services for performing arts and sports and public figures	98.8%	15.0%	\$113,961,810	14.8%	\$112,636,710	\$1,325,100
Advertising, public relations, and related services	66.0%	18.1%	\$61,239,489	11.9%	\$40,408,339	\$20,831,150
Independent artists, writers, and performers	98.1%	10.4%	\$75,676,266	10.2%	\$74,210,324	\$1,465,942
Commercial sports except racing	84.4%	9.6%	\$55,410,942	8.1%	\$46,780,831	\$8,630,110
Racing and track operation services	79.3%	9.5%	\$5,853,224	7.5%	\$4,641,813	\$1,211,411

Table J-8 – Backward Linkages for Transportation Services						
Tourism and Hospitality Industry Sector, State of Nevada						
2022						
Industry	RPC	Gross Absorption	Gross Inputs (GI)	Regional Absorption	Regional Inputs (RI)	GI-RI
Refined petroleum products	15.0%	15.3%	\$514,959,322	2.3%	\$77,307,430	\$437,651,892
Non Comparable imports	0.0%	9.6%	\$321,176,927	0.0%	\$0.00	\$321,176,927
Other aircraft parts and auxiliary equipment	0.3%	1.4%	\$45,231,299	0.0%	\$111,189	\$45,120,109
Securities and commodity contracts intermediation and brokerage	57.1%	1.6%	\$54,501,580	0.9%	\$31,111,494	\$23,390,085
Wholesale services - Petroleum and petroleum products	66.7%	1.3%	\$42,599,576	0.9%	\$28,391,605	\$14,207,970
Monetary authorities and depository credit intermediation	54.0%	0.7%	\$24,553,399	0.4%	\$13,268,279	\$11,285,119
Scenic and sightseeing transportation services and support activities for transportation	97.2%	8.4%	\$282,900,032	8.2%	\$274,950,350	\$7,949,682
Other financial investment services	50.9%	0.5%	\$15,385,966	0.2%	\$7,825,438	\$7,560,527
Pipeline transportation services	21.1%	0.2%	\$5,846,541	0.0%	\$1,235,567	\$4,610,974



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