



WELCOME TO THE 83RD SESSION OF THE NEVADA LEGISLATURE!



We are the Division of Tourism (Travel Nevada), and we operate within the Department of Tourism and Cultural Affairs to help achieve the priority of a vibrant and sustainable economy. In addition to managing the state's tourism efforts, Travel Nevada provides communities and businesses with development resources, training, and grant assistance that help bolster local economic bases and diversify regional economies. We also produce Nevada Magazine & Visitor Guide, a publication that provides travel inspiration through its articles and photography.

With a presence statewide, Travel Nevada is focused on creating a fulfilling quality of life for all Nevadans. As our research shows, travelers who visit Nevada leave with a deeper understanding of our Western heritage, knowledge of the state's abundant outdoor recreation opportunities, and a renewed appreciation for wide-open landscapes. And while those travelers leave with a promise to return, the state benefits with increased tax generation, job creation and retention, infrastructure investment, and more opportunities for residents.

– Rafael Villanueva, CEO, Travel Nevada

**TOURISM
MEANS
MORE**



	TOTAL COUNTY IMPACT			DIRECT COUNTY IMPACT		
COUNTY	SPENDING	EMPLOYMENT	INCOME	SPENDING	EMPLOYMENT	INCOME
Carson City	\$397M	3,878	\$156.5M	\$245.4M	2,467	\$92M
Churchill	\$103.7M	1,273	\$39.3M	\$63.8M	816	\$25.1M
Clark	\$75.3B	372,757	\$20.7B	\$49.7B	248,692	\$13.8B
Douglas	\$991.4M	7,124	\$293.2M	\$653.6M	4,768	\$195.4M
Elko	\$972.4M	7,233	\$284.5M	\$638.8M	4,872	\$188.9M
Esmeralda	\$1.7M	16	\$0.3M	\$0.9M	8	\$0.2M
Eureka	\$19M	123	\$4.8M	\$7.4M	58	\$1.8M
Humboldt	\$148.2M	1,222	\$36.3M	\$93.8M	792	\$23M
Lander	\$52.7M	331	\$9M	\$32.3M	207	\$5.3M
Lincoln	\$16M	127	\$3.4M	\$9.7M	74	\$2.1M
Lyon	\$154.6M	1,945	\$64.1M	\$97.1M	1,252	\$41.7M
Mineral	\$14.7M	221	\$5.3M	\$8.8M	141	\$3.3M
Nye	\$232.1M	2,710	\$89.1M	\$147.3M	1,788	\$58.1M
Pershing	\$31.5M	203	\$5.5M	\$19.8M	128	\$3.3M
Storey	\$21.1M	230	\$6.6M	\$9.6M	128	\$3.3M
Washoe	\$5.2B	43,463	\$1.9B	\$3.3B	27,776	\$1.2B
White Pine	\$99.8M	679	\$22.1M	\$64.2M	442	\$13.3M