



NEVADA
COMMISSION
ON TOURISM

Third 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	-5.8%
June	4,175,696	4,185,000	0.2%
May	4,910,243	4,619,041	-6.1%
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%
2011	4,855,796	4,681,991	-3.5%
2010	4,582,332	4,962,495	8.5%
TOTAL	54,188,292	51,581,500	-4.8%
Clark County	11,000,300	10,776,164	-2.1%
Washoe County	786,531	835,251	6.3%
Esmeralda County	395,323	3,000,000	657.4%
Lincoln County	1,424,500	1,294,446	-9.1%
White Pine County	1,783,000	1,668,000	-6.4%
Other Counties	14,389,533	13,387,491	-7.0%

Discover *the* Facts

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Lt. Governor • Chair

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Nevada Commission on Tourism

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NEVADA
COMMISSION
ON TOURISM

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

Visitor Volume

The number of visitors to Nevada.

MONTH	2010	2011	PERCENT CHANGE
October	4,348,969	4,338,756	(0.2)
November	3,808,499	3,846,362	1.0%
December	3,809,030	3,791,111	(0.5)

MONTH	2011	2012	PERCENT CHANGE
January	3,980,930	3,967,265	(0.3%)
February	3,811,323	3,964,203	4.0%
March	4,440,334	4,559,686	2.7%
April	4,432,713	4,390,966	(0.9%)
May	4,403,048	4,514,196	2.5%
June	4,557,597	4,585,357	0.6%
July	4,703,961	4,655,242	(1.0%)
August	4,532,408	4,597,817	1.4%
September	4,388,972	4,403,860	0.3%
TOTAL (Rolling 12 months)	51,217,784	51,614,823	0.8%

Third Quarter 2012 Area Highlights

AREA	2011	2012	PERCENT CHANGE
Clark County:			
Las Vegas	10,057,451	10,137,642	0.8%
Laughlin	598,088	555,324	(7.2%)
Mesquite	225,251	220,435	(2.1%)
Washoe County	1,260,884	1,308,852	3.8%
All other counties	1,483,667	1,434,667	(3.3%)
TOTAL (State)	13,625,341	13,656,920	0.2%

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	2010	2011	PERCENT CHANGE
October	470,643	510,696	8.5%
November	416,314	413,140	(0.8%)
December	187,387	185,536	(1.0%)

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%)
TOTAL (Rolling 12 months)	5,556,850	5,477,532	(1.4%)

Third Quarter 2012 Area Highlights

AREA	2011	2012	PERCENT CHANGE
Clark County:			
Las Vegas	1,110,716	1,099,131	(1.0%)
Laughlin	11,410	12,072	5.8%
Washoe County	36,496	45,206	23.9%
All other counties	67,382	76,366	13.3%
TOTAL (State)	1,226,004	1,232,775	0.6%

Occupancy Level

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

MONTH	2010	2011	NET CHANGE
October	80.1%	80.7%	0.6
November	72.4%	72.6%	0.2
December	67.3%	67.8%	0.5

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
MONTHLY AVG (Rolling 12 months)	78.7%	78.7%	0.0

Third Quarter 2012 Area Highlights

AREA	2011	2012	NET CHANGE
Clark County:			
Las Vegas	85.8%	86.0%	0.2
Laughlin	67.4%	64.1%	(3.3)
Mesquite	71.5%	64.1%	(7.4)
Lake Tahoe*	77.0%	75.2%	(1.8)
Washoe County	71.0%	72.6%	1.6
All other counties	71.6%	72.5%	0.9
QUARTER AVG (State)	82.3%	82.4%	0.1

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	2010	2011	PERCENT CHANGE
October	4,764,556	4,869,301	2.2%
November	4,115,287	4,245,675	3.2%
December	4,036,724	4,091,353	1.4%

MONTH	2011	2012	PERCENT CHANGE
January	4,366,905	4,339,463	(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	5,048,486	(0.3%)
August	4,844,382	4,887,843	0.9%
September	4,780,161	4,828,468	1.0%
TOTAL (Rolling 12 months)	55,487,169	56,147,921	1.2%

Third Quarter 2012 Area Highlights

AREA	2011	2012	PERCENT CHANGE
Clark County:			
Las Vegas	11,809,824	11,888,414	0.7%
Laughlin	641,514	609,099	(5.1%)
Mesquite	115,887	103,807	(10.4%)
Lake Tahoe*	166,702	162,763	(2.4%)
Washoe County	1,123,200	1,158,206	3.1%
All other counties	832,113	842,508	1.2%
TOTAL (State)	14,689,240	14,764,797	0.5%

*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	2010	2011	PERCENT CHANGE
October	191,914	194,543	1.4%
November	189,488	195,022	2.9%
December	193,488	194,800	0.7%

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%
END OF PERIOD	195,043	195,006	0.0%

Third Quarter 2012 Area Highlights

AREA	2011	2012	PERCENT CHANGE
Clark County:			
Las Vegas	150,425	150,245	(0.1%)
Laughlin	10,350	10,333	(0.2%)
Mesquite	1,762	1,759	(0.2%)
Lake Tahoe*	2,354	2,354	0.0%
Washoe County	17,519	17,680	0.9%
All other counties	12,633	12,635	0.0%
END OF PERIOD (State)	195,043	195,006	0.0%

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of September 30, 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	2010	2011	PERCENT CHANGE
October	\$ 1,380,314	\$ 1,649,424	19.5%
November	1,082,218	1,228,956	13.6%
December	970,796	1,113,850	14.7%

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	1,348,340	(5.4%)
August	1,387,229	1,389,389	0.2%
September	1,547,744	1,561,917	0.9%
TOTAL (Rolling 12 months)	\$ 16,306,987	\$ 17,258,538	5.8%

Third Quarter 2012 Area Highlights

AREA	2011	2012	PERCENT CHANGE
Clark County	\$ 3,853,355	\$ 3,773,275	(2.1%)
Washoe County	298,206	306,394	2.7%
Douglas County*	62,788	65,670	4.6%
Elko County	57,389	62,342	8.6%
Carson City	16,333	16,838	3.1%
All other counties	71,936	75,128	4.4%
TOTAL (State)	\$ 4,360,007	\$ 4,299,647	(1.4%)

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	2010	2011	PERCENT CHANGE
October	\$ 888,569,155	\$ 960,687,873	8.1%
November	822,097,967	880,141,207	7.1%
December	838,499,434	855,664,287	2.0%

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%
TOTAL (Rolling 12 months)	\$ 10,553,625,955	\$ 10,852,842,079	2.8%

Third Quarter 2012 Area Highlights

AREA	2011	2012	PERCENT CHANGE
Clark County:	\$ 2,201,427,964	\$ 2,354,569,416	7.0%
Strip	1,456,345,353	1,585,219,448	8.8%
Downtown	116,931,619	121,925,640	4.3%
Laughlin	107,659,643	105,543,778	(2.0%)
Mesquite	24,856,250	24,821,765	(0.1%)
County balance	495,635,100	517,058,783	4.3%
Washoe County	203,917,993	201,825,465	(1.0%)
Lake Tahoe*	74,292,860	69,664,322	(6.2%)
Elko County	67,179,926	67,309,811	0.2%
Carson Valley Area	26,301,647	26,174,267	(0.5%)
All other counties	37,762,334	38,322,283	1.5%
TOTAL (State)	\$ 2,610,882,725	\$ 2,757,865,562	5.6%

*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.

Airport Volume

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

MONTH	2010	2011	PERCENT CHANGE
October	3,937,190	4,072,897	3.4%
November	3,508,946	3,616,774	3.1%
December	3,405,532	3,510,191	3.1%

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	3,765,989	(3.3%)
TOTAL (Rolling 12 months)	45,364,048	45,758,225	0.9%

Third Quarter 2012 Area Highlights

AREA	2011	2012	PERCENT CHANGE
McCarran Int. (Las Vegas)	10,860,702	10,745,023	(1.1%)
Reno/Tahoe Int.	1,037,228	988,305	(4.7%)
North Las Vegas	29,669	30,815	3.9%
Laughlin/Bullhead Int.	47,861	51,960	8.6%
Elko Airport	12,165	9,954	(18.2%)
Henderson Exec. Airport	32,384	36,792	13.6%
TOTAL (State)	12,020,009	11,862,849	(1.3%)

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	2010		2011		PERCENT CHANGE
October	1,821,422	*	1,811,090	*,**	(0.6%)
November	1,723,855	*	1,652,389	*,*****	(4.1%)
December	1,834,479	*	2,393,615	*	30.5%

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%
TOTAL (Rolling 12 months)	22,709,172		27,167,340		19.6%

Third Quarter 2012 Area Highlights

AREA	2011		2012		PERCENT CHANGE
I-15 at Primm/Jean	2,052,432		1,843,287	*****	(10.2%)
I-15 at Mesquite	583,685	****	1,068,251		83.0%
I-80 at Verdi	-	*	1,324,616		-
I-80 at Wells	226,452	***	279,609		23.5%
All other entry points	3,349,121		3,485,128		4.1%
TOTAL (State)	6,211,690		8,000,891		28.8%

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 October 2010 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.

Park Usage

The number of people visiting state and nearby national parks.

MONTH	2010	2011	PERCENT CHANGE
October	1,945,255	1,900,455	(2.3%)
November	1,317,897	1,198,062	(9.1%)
December	907,502	945,494	4.2%

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	2,389,542	2,465,217	3.2%
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	2,624,479	2,654,189	1.1%
TOTAL (Rolling 12 months)	24,560,288	24,378,902	(0.7%)

Third Quarter 2012 Area Highlights

AREA	2011	2012	PERCENT CHANGE
Nevada State Parks	1,368,753	1,294,340	(5.4%)
Great Basin Nat. Park	49,222	50,258	2.1%
Lake Mead Nat. Rec. Area	2,059,914	2,094,354	1.7%
Hoover Dam Visitor Center	236,951	211,861	(10.6%)
Grand Canyon Nat. Park	1,675,263	1,721,460	2.8%
Zion Nat. Park	1,081,587	1,117,876	3.4%
Bryce Canyon Nat. Park	764,447	840,585	10.0%
Death Valley Nat. Park	288,800	221,927 *	(23.2%)
Yosemite Nat. Park	2,007,675	1,828,368	(8.9%)
TOTAL (All Parks)	9,532,612	9,381,029	(1.6%)

*Data for Death Valley National Park was not available for September 2012.

Information Sources

CARSON CITY CONVENTION & VISITORS BUREAU

1900 South Carson St., Suite 100
Carson City, NV 89701
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CARSON VALLEY CHAMBER OF COMMERCE

1513 U.S. Hwy 395 North
Gardnerville, NV 89410
775-782-8144 • 800-727-7677
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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
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TONOPAHO CONVENTION CENTER

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Nevada State Map

