



NEVADA
COMMISSION
ON TOURISM

Third Quarter 2014 VOLUME XXII

A Digest of Statistical Information on the Nevada Tourism Industry

Discover *the* Facts

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

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A Quarterly Report Published by the Nevada Commission on Tourism

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TravelNevada.biz

October	4,552,863	4,576,691	-1.9%
November	4,118,438	4,197,123	1.9%
December	4,124,411	4,179,846	1.3%
January	4,175,696	4,105,000	-5.9%
February	4,910,243	4,185,000	0.2%
March	4,547,530	4,619,041	-5.9%
April	4,616,031	4,408,812	-3.1%
May	4,669,235	4,585,859	-0.7%
June	4,951,404	4,438,632	-4.9%
July	4,855,796	4,642,005	-6.2%
August	4,062,332	4,681,991	-3.6%
September	4,578,292	4,063,495	-11.3%
TOTAL	52,683,508	52,683,508	-3.5%
County:	10,000,315	9,370,164	-6.3%
Las Vegas	7,786,536	735,251	-5.5%
Clark	395,323	319,630	-19.1%
Washoe	1,424,359	1,294,446	-9.1%
Other	1,783,000	1,668,000	-6.4%
Counties	14,389,533	13,387,491	-7.0%

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



Room Tax Collections

Dollars shown represent 3/8 of 1 percent, the amount allocated to the state to promote tourism.

MONTH	2012	2013	PERCENT CHANGE
October	\$1,681,824	\$1,704,145	1.3%
November	1,224,408	1,424,781	16.4%
December	1,159,176	1,160,680	0.1%

MONTH	2013	2014	PERCENT CHANGE
January	1,501,804	1,659,214	10.5%
February	1,265,250	1,477,520	16.8%
March	1,627,913	2,025,167	24.4%
April	1,660,673	1,739,184	4.7%
May	1,666,030	1,912,782	14.8%
June	1,556,378	1,607,957	3.3%
July	1,516,466	1,623,524	7.1%
August	1,521,004	1,698,937	11.7%
September	1,530,232	1,641,809	7.3%
TOTAL (Rolling 12 months)	\$17,911,157	\$19,675,609	9.9%

Third Quarter 2014 Area Highlights

AREA	2013	2014	PERCENT CHANGE
Clark County	\$3,995,060	\$4,386,461	9.8%
Washoe County	331,003	336,712	1.7%
Douglas County*	77,394	78,694	1.7%
Elko County	58,942	55,637	(5.6%)
Carson City	17,836	24,179 **	35.6%
All other counties	87,467	82,587	(5.6%)
TOTAL (State)	\$4,567,702	\$4,964,269	8.7%

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.

**Includes Carson City County's June remittance, as the previous fiscal year was closed prior to receipt.

Visitor Volume

The number of visitors to Nevada.

MONTH	2012	2013	PERCENT CHANGE
October	4,451,967	4,415,870	(0.8%)
November	3,926,030	4,125,103	5.1%
December	3,929,051	3,854,626	(1.9%)

MONTH	2013	2014	PERCENT CHANGE
January	3,881,718	4,118,584	6.1%
February	3,844,787	3,922,928	2.0%
March	4,524,383	4,645,529	2.7%
April	4,439,486	4,549,456	2.5%
May	4,558,082	4,641,132	1.8%
June	4,684,024	4,688,504	0.1%
July	4,782,164	4,852,490	1.5%
August	4,619,120	4,731,477	2.4%
September	4,368,924	4,384,889	0.4%
TOTAL (Rolling 12 months)	52,009,735	52,930,586	1.8%

Third Quarter 2014 Area Highlights

AREA	2013	2014	PERCENT CHANGE
Clark County:			
Las Vegas	10,138,744	10,435,290	2.9%
Laughlin	545,183	522,806	(4.1%)
Mesquite	224,854	259,791	15.5%
Washoe County	1,359,760	1,354,302	(0.4%)
All other counties	1,501,667	1,396,667	(7.0%)
TOTAL (State)	13,770,208	13,968,856	1.4%

Information contained throughout this publication is updated quarterly to reflect revisions to current and prior year's monthly data.

Occupancy Level

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

MONTH	2012	2013	NET CHANGE
October	82.8%	81.3%	(1.5)
November	73.5%	75.7%	2.2
December	69.6%	67.8%	(1.8)

MONTH	2013	2014	NET CHANGE
January	71.8%	76.0%	4.2
February	77.9%	79.3%	1.4
March	82.8%	85.5%	2.7
April	81.7%	84.1%	2.4
May	81.4%	83.2%	1.8
June	83.6%	85.2%	1.6
July	83.7%	85.1%	1.4
August	81.1%	83.6%	2.5
September	80.8%	81.6%	0.8
MONTHLY AVG (Rolling 12 months)	79.1%	80.2%	1.1

Third Quarter 2014 Area Highlights

AREA	2013	2014	NET CHANGE
Clark County:			
Las Vegas	85.7%	87.2%	1.5
Laughlin	64.1%	65.6%	1.5
Mesquite	61.5%	64.3%	2.8
Lake Tahoe*	75.1%	84.8%	9.7
Washoe County	72.4%	72.3%	(0.1)
All other counties	68.2%	70.0%	1.8
QUARTER AVG (State)	81.9%	83.4%	1.5

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	2012	2013	PERCENT CHANGE
October	4,998,022	4,887,201	(2.2%)
November	4,290,609	4,419,996	3.0%
December	4,214,916	4,103,099	(2.7%)

MONTH	2013	2014	PERCENT CHANGE
January	4,337,943	4,584,476	5.7%
February	4,257,700	4,328,317	1.7%
March	5,005,285	5,170,389	3.3%
April	4,757,553	4,866,718	2.3%
May	4,895,682	4,984,827	1.8%
June	4,880,211	4,948,529	1.4%
July	5,039,217	5,088,080	1.0%
August	4,882,698	5,038,696	3.2%
September	4,714,379	4,737,773	0.5%
TOTAL (Rolling 12 months)	56,274,213	57,158,101	1.6%

Third Quarter 2014 Area Highlights

AREA	2013	2014	PERCENT CHANGE
Clark County:			
Las Vegas	11,814,679	12,055,297	2.0%
Laughlin	609,481	604,607	(0.8%)
Mesquite	98,204	102,558	4.4%
Lake Tahoe*	162,677	142,267	(12.5%)
Washoe County	1,151,162	1,138,777	(1.1%)
All other counties	800,090	821,043	2.6%
TOTAL (State)	14,636,293	14,864,549	1.6%

*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.

Room Inventory

The number of hotel/motel rooms in Nevada.

MONTH	2012	2013	PERCENT CHANGE
October	194,615	193,968	(0.3%)
November	194,567	194,560	(0.0%)
December	195,352	195,077	(0.1%)

MONTH	2013	2014	PERCENT CHANGE
January	194,844	194,676	(0.1%)
February	195,099	194,870	(0.1%)
March	195,096	195,081	(0.0%)
April	194,177	192,841	(0.7%)
May	194,067	193,248	(0.4%)
June	194,677	193,523	(0.6%)
July	194,216	192,919	(0.7%)
August	194,164	194,469	0.2%
September	194,494	193,644	(0.4%)
END OF PERIOD	194,494	193,644	(0.4%)

Third Quarter 2014 Area Highlights

AREA	2013	2014	PERCENT CHANGE
Clark County:			
Las Vegas	149,820	150,484	0.4%
Laughlin	10,333	9,466	(8.4%)
Mesquite	1,736	1,735	(0.1%)
Lake Tahoe*	2,354	1,813 **	(23.0%)
Washoe County	17,504	17,389	(0.7%)
All other counties	12,747	12,757	0.1%
END OF PERIOD (State)	194,494	193,644	(0.4%)

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of September 30, 2014.

*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.

**Reflects the closure of the Horizon Casino Resort Hotel for renovations.

Gross Gaming Revenue

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

MONTH	2012	2013	PERCENT CHANGE
October	\$979,596,837	\$954,331,807	(2.6%)
November	782,770,508	875,968,501	11.9%
December	943,359,501	1,034,023,874	9.6%

MONTH	2013	2014	PERCENT CHANGE
January	909,267,892	884,203,134	(2.8%)
February	1,073,261,161	926,083,899	(13.7%)
March	912,784,689	982,168,389	7.6%
April	854,287,265	852,005,475	(0.3%)
May	897,438,790	970,265,587	8.1%
June	793,058,748	906,904,293	14.4%
July	925,763,611	931,819,621	0.7%
August	955,231,128	920,291,644	(3.7%)
September	958,894,856	901,697,988	(6.0%)
TOTAL (Rolling 12 months)	\$10,985,714,986	\$11,139,764,212	1.4%

Third Quarter 2014 Area Highlights

AREA	2013	2014	PERCENT CHANGE
Clark County:	\$2,426,985,391	\$2,345,556,382	(3.4%)
Strip	1,663,604,606	1,584,221,824	(4.8%)
Downtown	117,975,109	116,517,073	(1.2%)
Laughlin	107,450,198	106,145,900	(1.2%)
Mesquite	24,002,498	24,761,953	3.2%
County balance	513,952,981	513,909,630	(0.0%)
Washoe County	207,152,421	203,987,981	(1.5%)
Lake Tahoe*	75,985,371	77,280,048	1.7%
Elko County	66,755,788	64,654,077	(3.1%)
Carson Valley Area	25,654,339	25,730,125	0.3%
All other counties	37,356,284	36,600,642	(2.0%)
TOTAL (State)	\$2,839,889,595	\$2,753,809,253	(3.0%)

*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.

Convention Attendance

The number of delegates attending conventions in Nevada.

MONTH	2012	2013	PERCENT CHANGE
October	535,888	544,227	1.6%
November	480,004	452,485	(5.7%)
December	181,047	159,343	(12.0%)

MONTH	2013	2014	PERCENT CHANGE
January	623,236	655,671	5.2%
February	584,026	529,536	(9.3%)
March	582,643	683,779	17.4%
April	525,982	509,275	(3.2%)
May	437,126	567,608	29.8%
June	411,128	522,562	27.1%
July	329,771	355,985	7.9%
August	463,032	438,655	(5.3%)
Septemeber	400,278	403,296	0.8%
TOTAL (Rolling 12 months)	5,554,161	5,822,422	4.8%

Third Quarter 2014 Area Highlights

AREA	2013	2014	PERCENT CHANGE
Clark County:			
Las Vegas	1,118,580	1,135,632	1.5%
Laughlin	11,624	12,118	4.2%
Washoe County	38,272 *	27,533	(28.1%)
All other counties	24,605	22,653	(7.9%)
TOTAL (State)	1,193,081	1,197,936	0.4%

*USA Boy's Junior National Volleyball Championships and the Annual National Elks Convention took place in 2013.

Airport Volume

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

MONTH	2011	2013	PERCENT CHANGE
October	4,006,175	4,034,582	0.7%
November	3,594,037	3,573,680	(0.6%)
December	3,469,869	3,605,747	3.9%

MONTH	2013	2014	PERCENT CHANGE
January	3,423,029	3,566,532	4.2%
February	3,287,269	3,326,685	1.2%
March	4,029,873	4,104,970	1.9%
April	3,869,709	3,917,651	1.2%
May	4,098,145	4,106,142	0.2%
June	4,023,808	4,051,034	0.7%
July	4,037,993	4,106,507	1.7%
August	3,977,916	4,094,876	2.9%
September	3,797,979	3,892,076	2.5%
TOTAL (Rolling 12 months)	45,616,008	46,379,534	1.7%

Third Quarter 2014 Area Highlights

AREA	2013	2014	PERCENT CHANGE
McCarran Int. (Las Vegas)	10,750,965	11,039,140	2.7%
Reno/Tahoe Int.	939,204	936,151	(0.3%)
North Las Vegas	22,674	15,320	(32.4%)
Laughlin/Bullhead Int.	52,991	49,944	(5.8%)
Elko Airport	10,212	9,748	(4.5%)
Henderson Exec. Airport	37,842	43,156	14.0%
TOTAL (State)	11,813,888	12,093,459	2.4%

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	2012	2013	PERCENT CHANGE
October	1,761,692 ***	2,392,760	35.8%
November	2,138,945	2,160,967	1.0%
December	2,219,116	2,348,231	5.8%

MONTH	2013	2014	PERCENT CHANGE
January	2,080,275	2,148,978	3.3%
February	1,979,276	1,997,934	0.9%
March	2,362,135	2,229,429	(5.6%)
April	2,244,347	2,375,810	5.9%
May	2,341,960 *	2,531,961	8.1%
June	2,712,131	2,758,036	1.7%
July	3,069,624	3,101,355	1.0%
August	2,980,429	3,047,480	2.2%
September	2,321,200 *,**	2,459,962	6.0%
TOTAL (Rolling 12 months)	28,211,130	29,552,903	4.8%

Third Quarter 2014 Area Highlights

AREA	2013	2014	PERCENT CHANGE
I-15 at Primm/Jean	2,123,047	2,090,374	(1.5%)
I-15 at Mesquite	1,110,361	1,105,191	(0.5%)
I-80 at Verdi	1,384,787	1,474,768	6.5%
I-80 at Wells	207,788 **	301,850	45.3%
All other entry points	3,545,270	3,636,614	2.6%
TOTAL (State)	8,371,253	8,608,797	2.8%

Traffic counts include interstate, U.S. and state highways. Counts may or may not include local traffic.

*Due to road construction/equipment failure at various other entry points, the respective traffic totals for May 2013 and September 2013 do not contain any data.

**Due to equipment failure on Interstate 80 at Wells, the traffic total for September 2013 does not contain any data.

***Due to construction on Interstate 15 at Primm/Jean, the traffic total for October 2012 does not contain any data.

Park Usage

The number of people visiting state and nearby national parks.

MONTH	2012	2013	PERCENT CHANGE
October	1,957,395	1,421,786 **	(27.4%)
November	1,256,078	1,255,906	(0.0%)
December	976,596	999,438	2.3%

MONTH	2013	2014	PERCENT CHANGE
January	901,298	958,907	6.4%
February	932,697	1,009,006	8.2%
March	1,692,105	1,637,566	(3.2%)
April	2,086,110	2,004,182	(3.9%)
May	2,648,818	2,541,760	(4.0%)
June	3,245,968	3,070,636	(5.4%)
July	3,531,317	3,527,210	(0.1%)
August	3,063,046 *	3,568,955	16.5%
September	2,635,861	2,916,261	10.6%
TOTAL (Rolling 12 months)	24,927,289	24,911,613	(0.1%)

Third Quarter 2014 Area Highlights

AREA	2013	2014	PERCENT CHANGE
Nevada State Parks	1,126,223	1,203,601	6.9%
Great Basin Nat. Park	51,536	57,292	11.2%
Lake Mead Nat. Rec. Area	2,171,273	2,637,100	21.5%
Hoover Dam Visitor Center	212,450	188,073	(11.5%)
Grand Canyon Nat. Park	1,838,280	1,821,718	(0.9%)
Zion Nat. Park	1,069,256	1,145,501	7.1%
Bryce Canyon Nat. Park	802,456	826,096	2.9%
Death Valley Nat. Park	275,583	324,803	17.9%
Yosemite Nat. Park	1,683,167 *	1,808,242	7.4%
TOTAL (All Parks)	9,230,224	10,012,426	8.5%

*Yosemite National Park visitation impacted by the Rim Fire.

**Visitation impacted by the federal government shutdown during the first sixteen days of October 2013.

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.mineralcountychamber.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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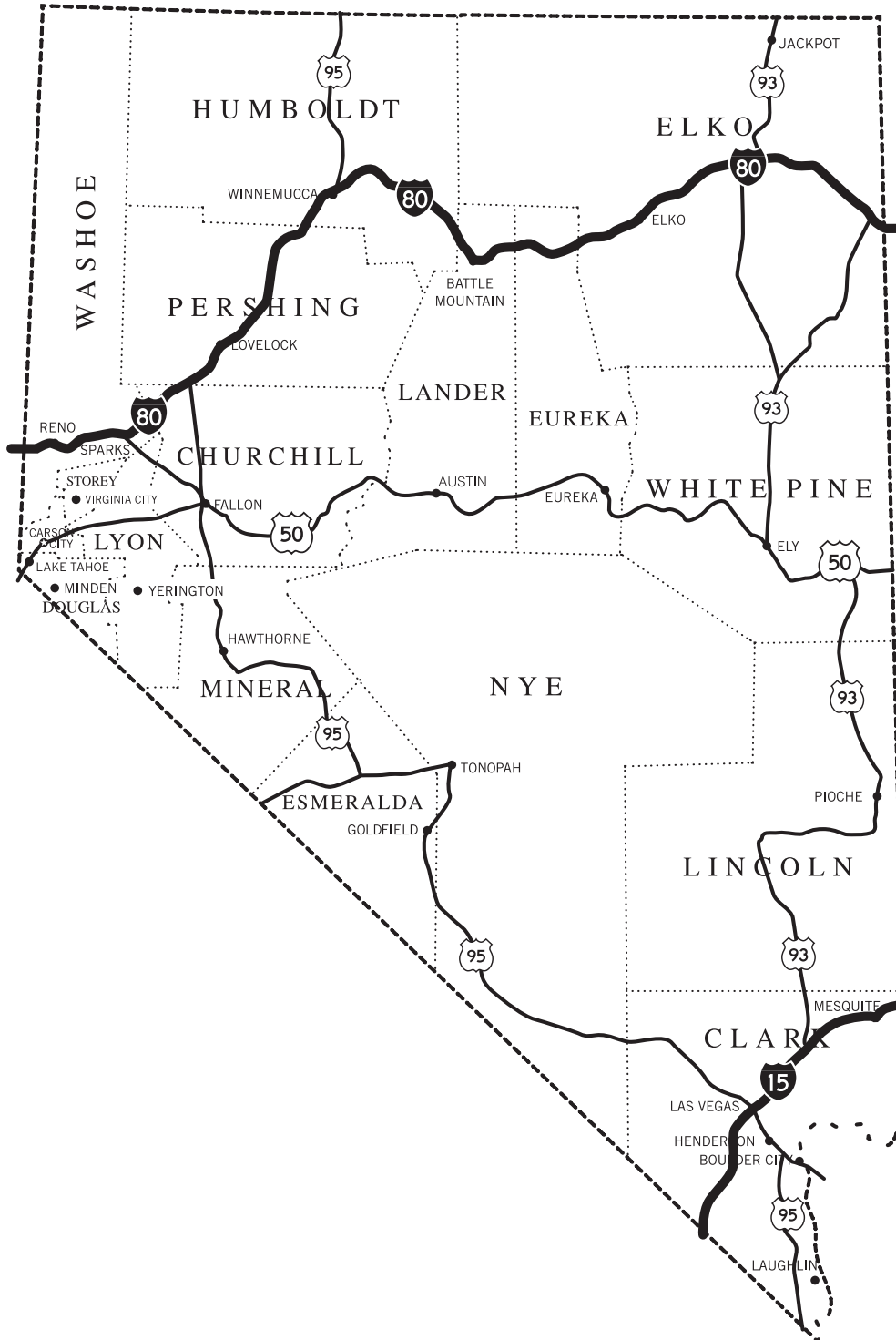
WENDOVER AREA CHAMBER OF COMMERCE & TOURISM

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
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Nevada State Map



Third Quarter
2014 VOLUME XXII