



NEVADA
COMMISSION
ON TOURISM

First Quarter 2014 VOLUME XXII

A Digest of Statistical Information on the Nevada Tourism Industry

NUMBER OF VISITORS TO NEVADA

December	4,665,863	4,576,691	-1.9%
November	4,118,438	4,197,123	1.9%
October	4,124,411	4,179,846	1.3%
September	4,361,312	4,105,000	-6.4%
August	4,175,696	4,185,000	0.2%
July	4,910,243	4,619,041	-6.3%
June	4,547,530	4,408,812	-3.1%
May	4,616,031	4,585,859	-0.7%
April	4,669,235	4,438,632	-5.1%
March	4,951,404	4,642,005	-6.4%
February	4,855,796	4,587,491	-6.1%
January	4,122,332	4,167,449	1.1%
TOTAL	54,578,122	52,149,508	-4.6%
Clark County:	10,000,300	9,701,164	-3.0%
Las Vegas	786,531	735,251	-6.5%
Winnemuccia	395,329	319,630	-19.1%
Primm	1,424,359	1,294,446	-9.1%
Other	1,783,000	1,668,000	-6.4%
Statewide	14,389,533	13,387,491	-7.0%

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NUMBER OF VISITORS TO NEVADA

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Brian Sandoval

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Nevada Commission on Tourism

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A Quarterly Report Published by the Nevada Commission on Tourism

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TravelNevada.biz

Month	2019	2020	% Change
October	4,576,691	4,576,691	-1.9%
September	4,197,123	4,197,123	1.9%
August	4,179,846	4,179,846	1.3%
July	4,438,632	4,438,632	-4.9%
June	4,669,235	4,669,235	-0.7%
May	4,616,031	4,616,031	-3.1%
April	4,547,530	4,547,530	-5.9%
March	4,910,243	4,910,243	0.2%
February	4,175,896	4,175,896	5.9%
January	4,312,312	4,312,312	0.2%
2019 Total	41,673,292	41,673,292	-11.3%
2020 Total	52,683,508	52,683,508	-3.5%

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
April	\$1,508,590	\$1,660,673	10.1%
May	1,599,746	1,666,030	4.1%
June	1,520,600	1,556,378	2.4%
July	1,349,588	1,516,466	12.4%
August	1,389,126	1,521,004	9.5%
September	1,563,227	1,530,232	(2.1%)
October	1,681,900	1,704,145	1.3%
November	1,224,408	1,424,896	16.4%
December	1,159,176	1,160,910	0.1%

MONTH	2013	2014	PERCENT CHANGE
January	1,501,804	1,659,214	10.5%
February	1,265,250	1,477,356	16.8%
March	1,627,913	2,010,890	23.5%
TOTAL (Rolling 12 months)	\$17,391,326	\$18,888,193	8.6%

First Quarter 2014 Area Highlights

AREA	2013	2014	PERCENT CHANGE
Clark County	\$4,044,153	\$4,813,892	19.0%
Washoe County	194,352	181,598	(6.6%)
Douglas County*	55,493	51,675	(6.9%)
Elko County	39,878	36,203	(9.2%)
Carson City	8,669	11,297	30.3%
All other counties	52,421	52,797	0.7%
TOTAL (State)	\$4,394,967	\$5,147,460	17.1%

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.

Visitor Volume

The number of visitors to Nevada.

MONTH	2012	2013	PERCENT CHANGE
April	4,440,519	4,439,486	(0.0%)
May	4,564,576	4,558,082	(0.1%)
June	4,692,091	4,684,024	(0.2%)
July	4,727,413	4,782,164	1.2%
August	4,628,755	4,619,120	(0.2%)
September	4,463,045	4,368,924	(2.1%)
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	4,128,170	6.3%
February	3,844,787	3,932,128	2.3%
March	4,524,383	4,670,436	3.2%
TOTAL (Rolling 12 months)	52,074,334	52,578,132	1.0%

First Quarter 2014 Area Highlights

AREA	2013	2014	PERCENT CHANGE
Clark County:			
Las Vegas	9,697,611	10,207,958	5.3%
Laughlin	507,844	516,386	1.7%
Mesquite	265,091	309,668	16.8%
Washoe County	1,021,342	1,013,055	(0.8%)
All other counties	759,000	683,667	(9.9%)
TOTAL (State)	12,250,888	12,730,734	3.9%

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
April	81.1%	81.7%	0.6
May	80.8%	81.4%	0.6
June	83.6%	83.6%	0.0
July	83.7%	83.7%	0.0
August	81.1%	81.1%	0.0
September	82.5%	80.8%	(1.7)
October	82.8%	81.4%	(1.4)
November	73.5%	75.9%	2.4
December	69.6%	68.0%	(1.6)

MONTH	2013	2014	NET CHANGE
January	71.8%	76.1%	4.3
February	77.9%	79.5%	1.6
March	82.8%	85.8%	3.0
MONTHLY AVG (Rolling 12 months)	79.3%	79.9%	0.6

First Quarter 2014 Area Highlights

AREA	2013	2014	NET CHANGE
Clark County:			
Las Vegas	83.3%	87.0%	3.7
Laughlin	58.5%	62.2%	3.7
Mesquite	73.7%	78.2%	4.5
Lake Tahoe*	62.9%	57.4%	(5.5)
Washoe County	56.4%	56.5%	0.1
All other counties	56.1%	55.3%	(0.8)
QUARTER AVG (State)	77.5%	80.5%	3.0

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
April	4,748,198	4,757,553	0.2%
May	4,889,943	4,895,686	0.1%
June	4,890,827	4,880,211	(0.2%)
July	5,047,798	5,039,217	(0.2%)
August	4,887,028	4,882,598	(0.1%)
September	4,827,477	4,714,379	(2.3%)
October	4,998,022	4,896,818	(2.0%)
November	4,290,609	4,427,295	3.2%
December	4,214,916	4,111,959	(2.4%)

MONTH	2013	2014	PERCENT CHANGE
January	4,337,943	4,593,287	5.9%
February	4,257,700	4,337,078	1.9%
March	5,005,285	5,179,842	3.5%
TOTAL (Rolling 12 months)	56,395,744	56,715,922	0.6%

First Quarter 2014 Area Highlights

AREA	2013	2014	PERCENT CHANGE
Clark County:			
Las Vegas	11,284,215	11,792,040	4.5%
Laughlin	544,177	578,431	6.3%
Mesquite	115,778	122,247	5.6%
Lake Tahoe*	133,305	113,777	(14.6%)
Washoe County	880,350	869,230	(1.3%)
All other counties	643,102	634,482	(1.3%)
TOTAL (State)	13,600,927	14,110,207	3.7%

*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
April	195,227	194,177	(0.5%)
May	195,170	194,067	(0.6%)
June	195,027	194,659	(0.2%)
July	194,505	194,216	(0.1%)
August	194,488	194,164	(0.2%)
September	195,006	194,494	(0.3%)
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	194,644	(0.2%)
END OF PERIOD	195,096	194,644	(0.2%)

First Quarter 2014 Area Highlights

AREA	2013	2014	PERCENT CHANGE
Clark County:			
Las Vegas	150,371	150,593	0.1%
Laughlin	10,333	10,333	0.0%
Mesquite	1,745	1,736	(0.5%)
Lake Tahoe*	2,354	1,917 **	(18.6%)
Washoe County	17,546	17,308	(1.4%)
All other counties	12,747	12,757	0.1%
END OF PERIOD (State)	195,096	194,644	(0.2%)

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of March 31, 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
April	\$855,674,603	\$854,293,048	(0.2%)
May	885,086,490	897,232,001	1.4%
June	832,534,319	792,496,547	(4.8%)
July	1,005,877,249	925,729,768	(8.0%)
August	859,261,681	955,281,447	11.2%
September	892,698,403	958,805,872	7.4%
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%
TOTAL (Rolling 12 months)	\$10,932,173,333	\$11,040,618,287	1.0%

First Quarter 2014 Area Highlights

AREA	2013	2014	PERCENT CHANGE
Clark County:	\$2,544,880,613	\$2,448,392,978	(3.8%)
Strip	1,708,705,647	1,616,278,862	(5.4%)
Downtown	131,978,292	137,424,923	4.1%
Laughlin	123,995,152	127,220,272	2.6%
Mesquite	32,404,472	31,350,930	(3.3%)
County balance	547,797,051	536,117,991	(2.1%)
Washoe County	179,553,315	172,084,894	(4.2%)
Lake Tahoe*	44,416,935	44,370,864	(0.1%)
Elko County	64,672,463	67,035,287	3.7%
Carson Valley Area	23,224,351	22,776,113	(1.9%)
All other counties	38,566,064	37,795,286	(2.0%)
TOTAL (State)	\$2,895,313,742	\$2,792,455,422	(3.6%)

*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.

Convention Attendance

The number of delegates attending conventions in Nevada.

MONTH	2012	2013	PERCENT CHANGE
April	492,834	525,982	6.7%
May	440,573	437,126	(0.8%)
June	454,797	411,128	(9.6%)
July	308,387	329,771	6.9%
August	515,192	463,032	(10.1%)
September	409,196	400,278	(2.2%)
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%
TOTAL (Rolling 12 months)	5,607,823	5,592,358	(0.3%)

First Quarter 2014 Area Highlights

AREA	2013	2014	PERCENT CHANGE
Clark County:			
Las Vegas	1,642,108	1,747,046	6.4%
Laughlin	18,334	21,254	15.9%
Washoe County	93,277	69,611 *	(25.4%)
All other counties	36,186	31,075	(14.1%)
TOTAL (State)	1,789,905	1,868,986	4.4%

* Safari Club International did not hold its January 2014 show in Reno.

Airport Volume

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

MONTH	2011	2013	PERCENT CHANGE
April	3,875,646	3,869,709	(0.2%)
May	3,988,712	4,098,145	2.7%
June	3,955,346	4,023,808	1.7%
July	4,058,319	4,037,993	(0.5%)
August	4,038,541	3,978,141	(1.5%)
September	3,767,157	3,797,578	0.8%
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%
TOTAL (Rolling 12 months)	45,493,973	46,017,570	1.2%

First Quarter 2014 Area Highlights

AREA	2013	2014	PERCENT CHANGE
McCarran Int. (Las Vegas)	9,800,189	10,139,145	3.5%
Reno/Tahoe Int.	829,613	747,388	(9.9%)
North Las Vegas	13,500	12,761	(5.5%)
Laughlin/Bullhead Int.	62,776	64,732	3.1%
Elko Airport	9,075	8,716	(4.0%)
Henderson Exec. Airport	25,018	25,445	1.7%
TOTAL (State)	10,740,171	10,998,187	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
April	2,323,352 *	2,244,347	(3.4%)
May	2,502,455 *	2,341,960 **	(6.4%)
June	2,263,577 *	2,712,131	19.8%
July	2,947,801	3,069,624	4.1%
August	2,802,749 **	2,980,429	6.3%
September	2,250,341 **,****	2,321,200 **,***	3.1%
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%)
TOTAL (Rolling 12 months)	27,631,714	28,947,990	4.8%

First Quarter 2014 Area Highlights

AREA	2013	2014	PERCENT CHANGE
I-15 at Primm/Jean	1,724,977	1,654,113	(4.1%)
I-15 at Mesquite	930,020	922,729	(0.8%)
I-80 at Verdi	1,007,518	1,024,470	1.7%
I-80 at Wells	186,360	179,261	(3.8%)
All other entry points	2,572,811	2,595,768	0.9%
TOTAL (State)	6,421,686	6,376,341	(0.7%)

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 total for June 2012 does not contain any data. Effective 4/1/12 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 August through September 2012, 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.

****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	2013	PERCENT CHANGE
April	2,149,377	2,086,111	(2.9%)
May	2,484,585	2,636,618	6.1%
June	3,089,137	3,245,969	5.1%
July	3,417,515	3,526,867	3.2%
August	3,309,325	3,083,103 *	(6.8%)
September	2,763,587	2,635,861	(4.6%)
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	959,013	6.4%
February	932,697	1,009,048	8.2%
March	1,692,106	1,634,703	(3.4%)
TOTAL (Rolling 12 months)	24,929,696	24,494,423	(1.7%)

First Quarter 2014 Area Highlights

AREA	2013	2014	PERCENT CHANGE
Nevada State Parks	403,574	449,408	11.4%
Great Basin Nat. Park	4,732	5,089	7.5%
Lake Mead Nat. Rec. Area	1,103,794	1,128,520	2.2%
Hoover Dam Visitor Center	165,374	161,034	(2.6%)
Grand Canyon Nat. Park	656,373	712,141	8.5%
Zion Nat. Park	355,265	377,311	6.2%
Bryce Canyon Nat. Park	194,213	159,413	(17.9%)
Death Valley Nat. Park	243,527	221,990	(8.8%)
Yosemite Nat. Park	399,249	387,858	(2.9%)
TOTAL (All Parks)	3,526,101	3,602,764	(2.2%)

*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.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
Stateline, NV 89449
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TONOPAH CONVENTION CENTER

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735 Wendover Blvd., P.O. Box 2468
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Nevada State Map

