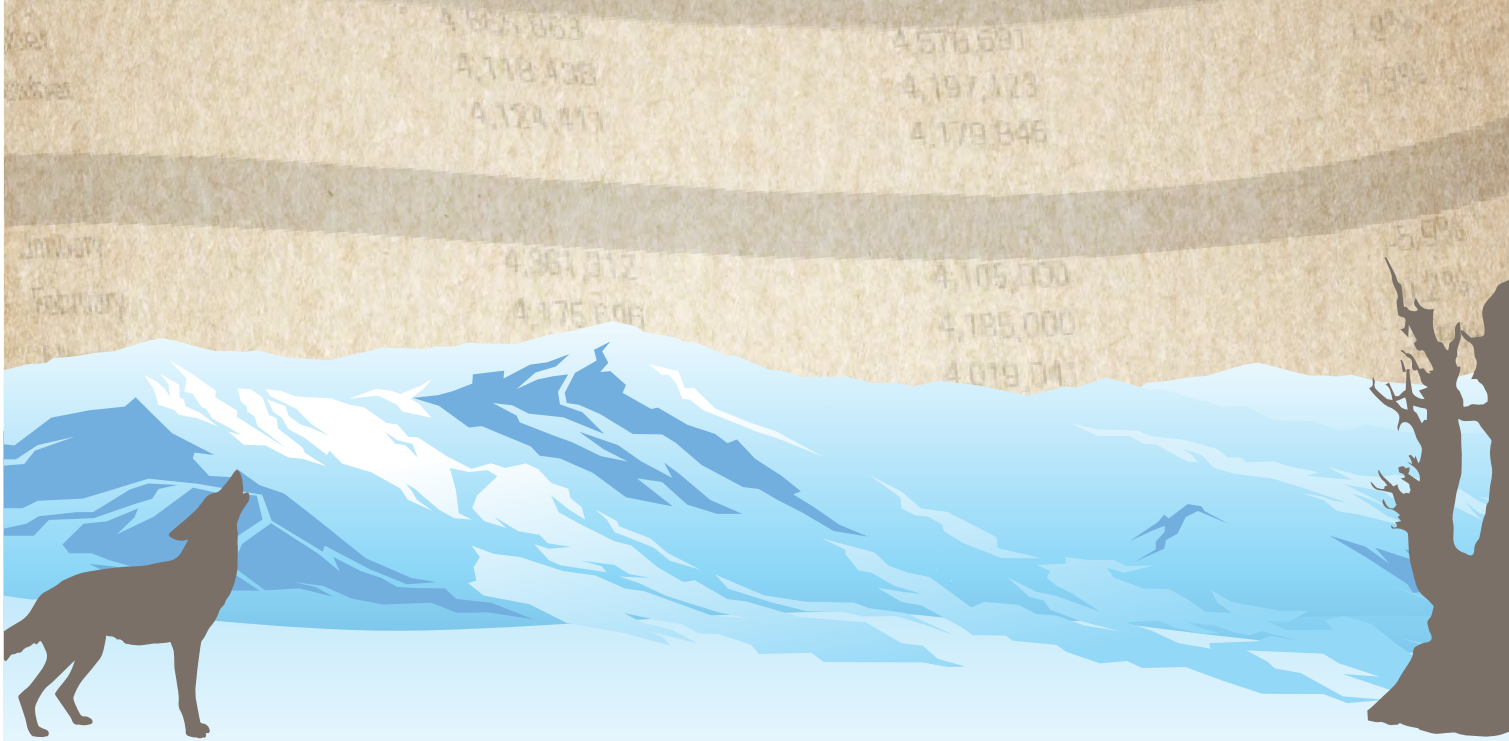


NEVADA

A WORLD WITHIN.
A STATE APART.

NUMBER OF VISITORS TO NEVADA



THIRD QUARTER * 2015 VOLUME XXIII **DISCOVER THE FACTS**



Governor

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Nevada Commission on Tourism

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**Represents the commission July through September, 2015.*

Director

Claudia Vecchio

A Quarterly Report Published by the Nevada Division of Tourism

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TRAVELNEVADA.BIZ

ROOM TAX COLLECTIONS

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

MONTH	2013	2014	PERCENT CHANGE
October	\$1,704,145	\$1,846,946	8.4%
November	1,424,781	1,531,700	7.5%
December	1,160,680	1,303,813	12.3%

MONTH	2014	2015	PERCENT CHANGE
January	1,659,124	1,882,794	13.5%
February	1,477,520	1,544,910	4.6%
March	2,025,167	1,873,514	(7.5%)
April	1,739,184	1,856,835	6.8%
May	1,912,782	2,083,224	8.9%
June	1,607,957	1,579,811	(1.8%)
July	1,623,779	1,798,254	10.7%
August	1,699,565	1,785,675	5.1%
September	1,642,800	1,918,920	16.8%
TOTAL (Rolling 12 months)	\$19,677,484	\$21,006,394	6.8%

Third Quarter 2015 Area Highlights

AREA	2014	2015	PERCENT CHANGE
Clark County	\$4,386,461	\$4,890,753	11.5%
Washoe County	336,712	373,772	11.0%
Douglas County*	78,694	84,878	7.9%
Elko County	55,637	52,481	(5.7%)
Carson City	24,179 **	20,057	(17.0%)
All other counties	84,462 ***	80,908	(4.2%)
TOTAL (State)	\$4,966,145	\$5,502,848	10.8%

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 fiscal year was closed prior to receipt.

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

VISITOR VOLUME

The number of visitors to Nevada.

MONTH	2013	2014	PERCENT CHANGE
October	4,415,870	4,577,714	3.7%
November	4,125,103	4,253,319	3.1%
December	3,854,626	4,073,182	5.7%

MONTH	2014	2015	PERCENT CHANGE
January	4,118,584	4,237,123	2.9%
February	3,922,928	3,980,836	1.5%
March	4,645,529	4,576,025	(1.5%)
April	4,549,456	4,629,621	1.8%
May	4,641,132	4,785,884	3.1%
June	4,688,504	4,764,836	1.6%
July	4,852,490	5,102,989	5.2%
August	4,731,477	4,802,868	1.5%
September	4,384,889	4,630,955	5.6%
TOTAL (Rolling 12 months)	52,930,486	54,415,351	2.8%

Third Quarter 2015 Area Highlights

AREA	2014	2015	PERCENT CHANGE
Clark County:			
Las Vegas	10,435,290	10,879,700	4.3%
Laughlin	522,806	505,057	(3.4%)
Mesquite	259,791	279,132	7.4%
Washoe County	1,354,302	1,367,256	1.0%
All other counties	1,396,667	1,505,667	7.8%
TOTAL (State)	13,968,856	14,536,812	4.1%

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	2013	2014	NET CHANGE
October	81.3%	83.0%	1.7
November	75.7%	77.2%	1.5
December	67.8%	70.9%	3.1

MONTH	2014	2015	NET CHANGE
January	76.0%	76.0%	0.0
February	79.3%	79.9%	0.6
March	85.3%	83.1%	(2.2)
April	84.0%	83.1%	(0.9)
May	83.0%	85.5%	2.5
June	85.0%	85.3%	0.3
July	85.1%	87.2%	2.1
August	83.6%	84.0%	0.4
September	81.5%	84.8%	3.3
MONTHLY AVG (Rolling 12 months)	80.6%	81.7%	1.1

Third Quarter 2015 Area Highlights

AREA	2014	2015	NET CHANGE
Clark County:			
Las Vegas	87.2%	89.8%	2.6
Laughlin	65.6%	65.3%	(0.3)
Mesquite	64.3%	68.7%	4.4
Lake Tahoe*	84.8%	76.7%	(8.1)
Washoe County	72.1%	74.5%	2.4
All other counties	70.0%	66.7%	(3.3)
QUARTER AVG (State)	83.4%	85.3%	1.9

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	2013	2014	PERCENT CHANGE
October	4,887,201	4,987,056	2.0%
November	4,419,996	4,489,752	1.6%
December	4,103,099	4,270,895	4.1%

MONTH	2014	2015	PERCENT CHANGE
January	4,584,476	4,556,155	(0.6%)
February	4,328,317	4,321,383	(0.2%)
March	5,160,177	4,977,739	(3.5%)
April	4,857,869	4,840,579	(0.4%)
May	4,975,098	5,093,244	2.4%
June	4,935,677	4,929,882	(0.1%)
July	5,088,080	5,214,441	2.5%
August	5,039,090	5,016,092	(0.5%)
September	4,737,950	4,916,508	3.8%
TOTAL (Rolling 12 months)	57,117,030	57,614,500	0.9%

Third Quarter 2015 Area Highlights

AREA	2014	2015	PERCENT CHANGE
Clark County:			
Las Vegas	12,055,297	12,322,511	2.2%
Laughlin	604,607	602,012	(0.4%)
Mesquite	102,558	107,776	5.1%
Lake Tahoe*	142,267	158,677	11.5%
Washoe County	1,139,348	1,170,906	2.8%
All other counties	821,043	785,158	(4.4%)
TOTAL (State)	14,865,120	15,147,040	1.9%

*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	2013	2014	PERCENT CHANGE
October	193,968	193,910	(0.0%)
November	194,560	193,906	(0.3%)
December	195,077	194,312	(0.4%)

MONTH	2014	2015	PERCENT CHANGE
January	194,676	193,355	(0.7%)
February	194,870	193,233	(0.8%)
March	195,081	193,252	(0.9%)
April	192,841	194,052	0.6%
May	193,248	192,256	(0.5%)
June	193,523	192,754	(0.4%)
July	192,919	192,791	(0.1%)
August	194,484	192,742	(0.9%)
September	193,774	193,230	(0.3%)
END OF PERIOD	193,774	193,230	(0.3%)

Third Quarter 2015 Area Highlights

AREA	2014	2015	PERCENT CHANGE
Clark County:			
Las Vegas	150,484	149,086	(0.9%)
Laughlin	9,466	10,021	5.9%
Mesquite	1,735	1,706	(1.7%)
Lake Tahoe*	1,813	2,266	25.0%
Washoe County	17,519	17,364	(0.9%)
All other counties	12,757	12,788	0.2%
END OF PERIOD (State)	193,774	193,230	(0.3%)

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of September 30, 2015.

*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.

GROSS GAMING REVENUE

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

MONTH	2013	2014	PERCENT CHANGE
October	\$954,319,752	\$913,643,062	(4.3%)
November	875,941,506	876,278,690	0.0%
December	1,034,017,069	950,692,053	(8.1%)

MONTH	2014	2015	PERCENT CHANGE
January	894,191,833	952,704,123	6.5%
February	926,086,899	916,086,085	(1.1%)
March	982,175,517	951,245,277	(3.1%)
April	851,977,864	897,925,088	5.4%
May	971,220,551	1,003,548,229	3.3%
June	906,851,820	830,940,223	(8.4%)
July	931,875,047	922,886,804	(1.0%)
August	921,016,032	908,240,073	(1.4%)
September	902,607,140	916,350,473	1.5%
TOTAL (Rolling 12 months)	\$11,152,281,030	\$11,040,540,180	(1.0%)

Third Quarter 2015 Area Highlights

AREA	2014	2015	PERCENT CHANGE
Clark County:	\$2,345,529,564	\$2,343,788,425	(0.1%)
Strip	1,584,195,008	1,557,153,218	(1.7%)
Downtown	116,517,073	128,278,266	10.1%
Laughlin	106,145,900	110,268,011	3.9%
Mesquite	24,767,063	24,572,409	(0.8%)
County balance	513,904,520	523,516,521	1.9%
Washoe County	205,710,906	210,959,313	2.6%
Lake Tahoe*	77,280,048	63,444,115	(17.9%)
Elko County	64,586,351	66,112,326	2.4%
Carson Valley Area	25,730,125	26,491,255	3.0%
All other counties	36,661,225	36,681,916	0.1%
TOTAL (State)	\$2,755,498,219	\$2,747,477,350	(0.3%)

*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.

Third Quarter

2015 VOLUME XXIII

CONVENTION ATTENDANCE

The number of delegates attending conventions in Nevada.

MONTH	2013	2014	PERCENT CHANGE
October	544,227	499,216	(8.3%)
November	452,485	417,544	(7.7%)
December	159,343	147,307	(7.6%)

MONTH	2014	2015	PERCENT CHANGE
January	655,671	696,962	6.3%
February	529,536	565,645	6.8%
March	683,779	570,779	(16.5%)
April	509,275	568,141	11.6%
May	567,608	511,432	(9.9%)
June	522,562	425,828	(18.5%)
July	355,985	336,316	(5.5%)
August	438,655	547,069	24.7%
September	403,296	489,073	21.3%
TOTAL (Rolling 12 months)	5,822,422	5,775,312	(0.8%)

Third Quarter 2015 Area Highlights

AREA	2014	2015	PERCENT CHANGE
Clark County:			
Las Vegas	1,135,632	1,305,503	15.0%
Washoe County	27,533	43,801	59.1%
All other counties	22,653	23,154	2.2%
TOTAL (State)	1,185,818	1,372,458	15.7%

Laughlin convention attendance figures are no longer available as of October 2014. Historical monthly totals through September 2014 do include Laughlin data.

AIRPORT VOLUME

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

MONTH	2013	2014	PERCENT CHANGE
October	4,034,582	4,161,091	3.1%
November	3,573,680	3,643,714	2.0%
December	3,605,747	3,643,225	1.0%

MONTH	2014	2015	PERCENT CHANGE
January	3,566,532	3,589,186	0.6%
February	3,326,685	3,430,920	3.1%
March	4,104,970	4,180,532	1.8%
April	3,917,651	4,079,084	4.1%
May	4,105,194	4,307,053	4.9%
June	4,051,034	4,265,573	5.3%
July	4,106,507	4,431,129	7.9%
August	4,094,870	4,365,183	6.6%
September	3,892,069	4,097,802	5.3%
TOTAL (Rolling 12 months)	46,379,521	48,194,492	3.9%

Third Quarter 2015 Area Highlights

AREA	2014	2015	PERCENT CHANGE
McCarran Int. (Las Vegas)	11,039,140	11,850,207	7.3%
Reno/Tahoe Int.	936,138	939,204	0.3%
North Las Vegas	15,320	12,728	(16.9%)
Laughlin/Bullhead Int.	49,944	43,864	(12.2%)
Elko Airport	9,748	3,806 *	(61.0%)
Henderson Exec. Airport	43,156	44,305	2.7%
TOTAL (State)	12,093,446	12,894,114	6.6%

Passenger counts may or may not include commercial, charter, and scenic tour airline traffic as well as local passengers.

*Runway was closed for construction in August/September.

Third Quarter

2015 VOLUME XXIII

VEHICLE TRAFFIC COUNTS

The number of vehicles entering Nevada by way of interstate, U.S. and state highways.

MONTH	2013	2014	PERCENT CHANGE
October	2,392,760	2,509,827	4.9%
November	2,160,967	2,326,184	7.6%
December	2,348,231	2,372,875	1.0%

MONTH	2014	2015	PERCENT CHANGE
January	2,148,978	2,296,827	6.9%
February	1,997,934	2,151,932	7.7%
March	2,229,429	2,400,807	7.7%
April	2,375,810	2,488,053	4.7%
May	2,531,961	2,681,778	5.9%
June	2,758,036	2,933,149	6.3%
July	3,101,355	3,321,812	7.1%
August	3,047,480	3,092,279	1.5%
September	2,459,962	2,744,120	11.6%
TOTAL (Rolling 12 months)	29,552,903	31,319,643	6.0%

Third Quarter 2015 Area Highlights

AREA	2014	2015	PERCENT CHANGE
I-15 at Primm/Jean	2,090,374	2,175,230	4.1%
I-15 at Mesquite	1,105,191	1,227,283	11.0%
I-80 at Verdi	1,474,768	1,560,501	5.8%
I-80 at Wells	301,850	323,881	7.3%
All other entry points	3,636,614	3,871,316	6.5%
TOTAL (State)	8,608,797	9,158,211	6.4%

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

PARK USAGE

The number of people visiting state and nearby national parks.

MONTH	2013	2014	PERCENT CHANGE
October	1,401,190 *	2,200,424	57.0%
November	1,258,826	1,352,616	7.5%
December	1,004,435	1,383,352	37.7%

MONTH	2014	2015	PERCENT CHANGE
January	958,906	1,165,586	21.6%
February	1,009,006	1,348,188	33.6%
March	1,640,107	2,040,526	24.4%
April	2,004,182	2,380,484	18.8%
May	2,541,756	2,758,749	8.5%
June	3,052,582	3,249,887	6.5%
July	3,527,211	3,601,844	2.1%
August	3,568,958	3,532,521	(1.0%)
September	2,888,038	2,896,611	0.3%
TOTAL (Rolling 12 months)	24,855,197	27,910,788	12.3%

Third Quarter 2015 Area Highlights

AREA	2014	2015	PERCENT CHANGE
Nevada State Parks	1,203,601	1,263,512	5.0%
Great Basin Nat. Park	57,292	61,882	8.0%
Lake Mead Nat. Rec. Area	2,637,100	2,005,570	(23.9%)
Hoover Dam Visitor Center	188,073	203,587	8.2%
Grand Canyon Nat. Park	1,793,483	2,049,229	14.3%
Zion Nat. Park	1,145,501	1,334,746	16.5%
Bryce Canyon Nat. Park	826,096	923,543	11.8%
Death Valley Nat. Park	324,818	335,207	3.2%
Yosemite Nat. Park	1,808,243	1,853,700	2.5%
TOTAL (All Parks)	9,984,207	10,030,976	0.5%

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

Third Quarter

2015 VOLUME XXIII

INFORMATION SOURCES

CARSON CITY CONVENTION & VISITORS BUREAU

716 N. Carson Street
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: 702-892-7547 • www.LasVegas.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
775-588-4591 • Fax: 775-588-4598
tahoe.tahoechamber.org

TONOPAHO CONVENTION CENTER

301 Brougner Ave., P.O. Box 408
Tonopah, NV 89049
775-482-3558 • Fax: 775-482-3932
www.tonopahnevada.com

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
775-623-5071 • 800-962-2638
Fax: 775-623-5087 • www.winnemucca.org

NEVADA STATE MAP

