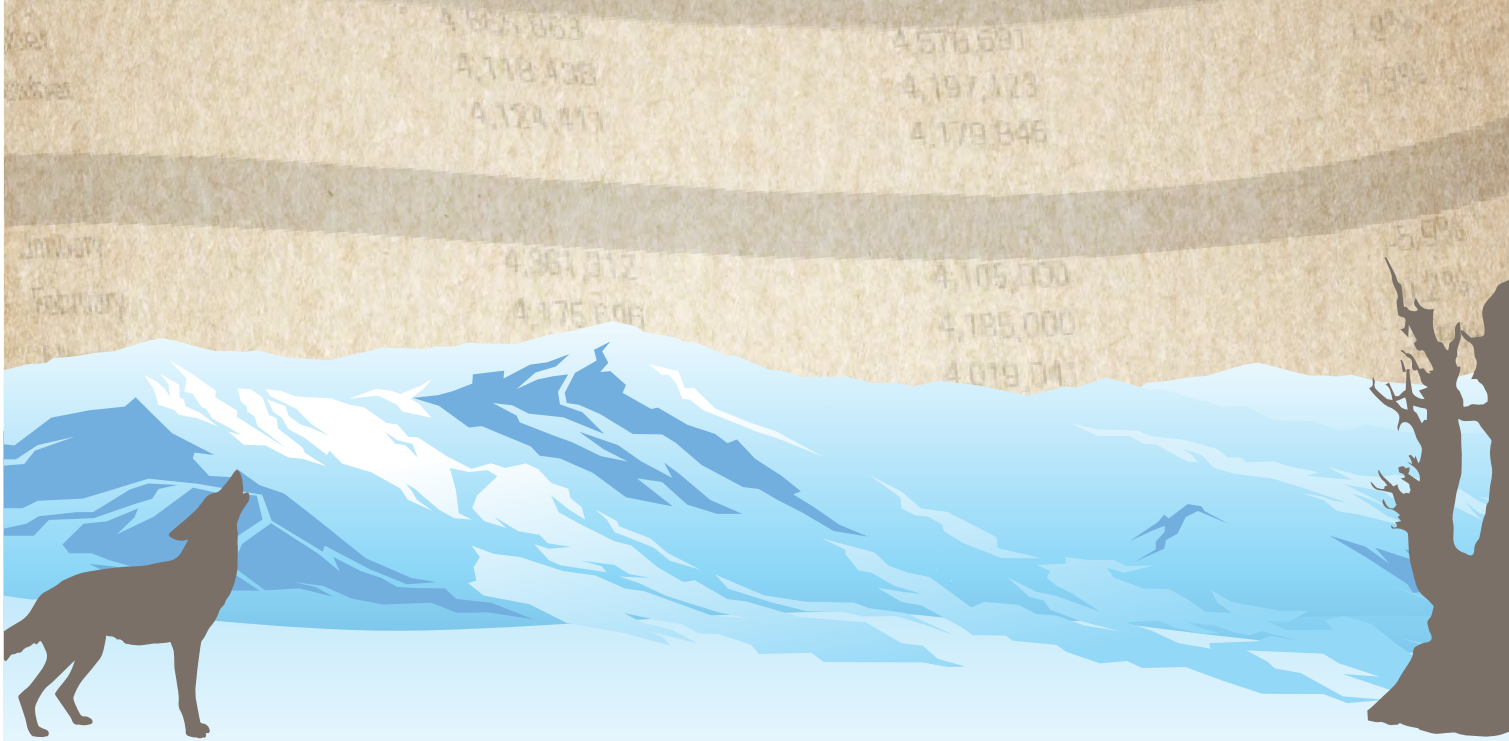


NEVADA

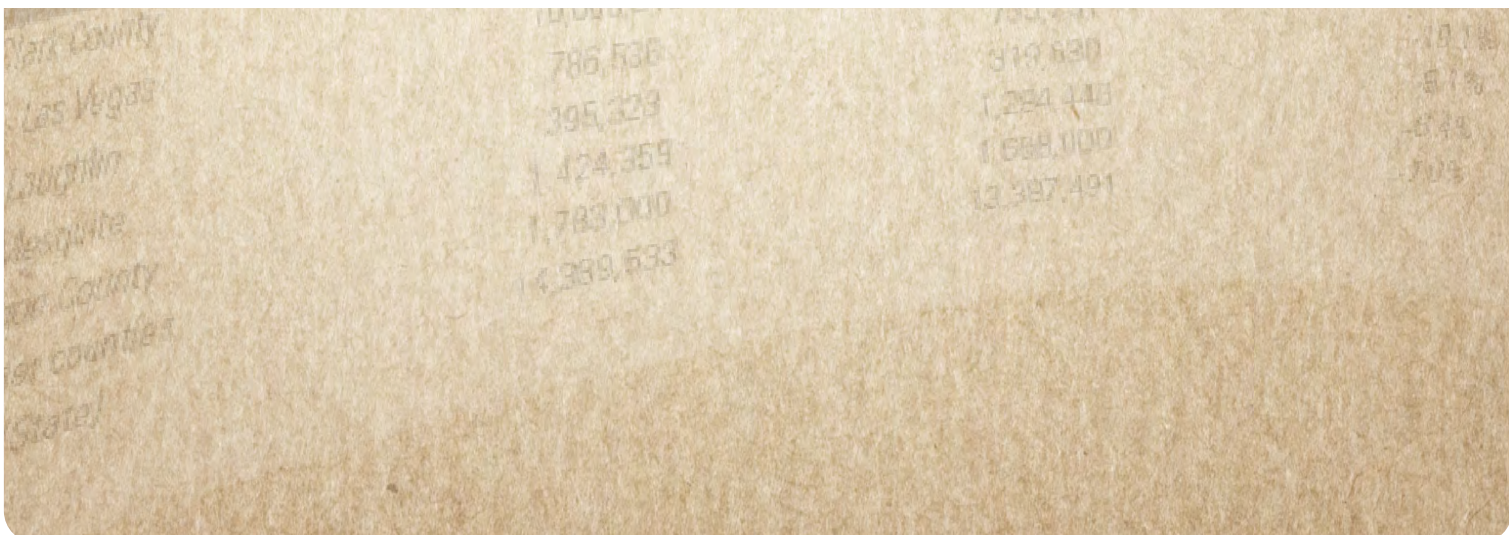
A WORLD WITHIN.
A STATE APART.

NUMBER OF VISITORS TO NEVADA



SECOND QUARTER * 2016 VOLUME XXIV

DISCOVER THE FACTS



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John Wagnon

**Represents the commission April through June 2016.*

Director

Claudia Vecchio

A Quarterly Report Published by the Nevada Division of Tourism

Research and Analysis

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Contact

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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	2014	2015	PERCENT CHANGE
July	\$1,623,779	\$1,798,254	10.7%
August	1,699,565	1,785,675	5.1%
September	1,642,800	1,912,063	16.4%
October	1,846,946	2,168,165	17.4%
November	1,531,700	1,757,895	14.8%
December	1,303,813	1,459,029	11.9%

MONTH	2015	2016	PERCENT CHANGE
January	1,882,794	2,083,944	10.7%
February	1,544,910	1,713,562	10.9%
March	1,873,514	1,975,897	5.5%
April	1,856,835	2,021,460	8.9%
May	2,083,224	1,954,631	(6.2%)
June	1,579,811	1,955,041	23.8%
TOTAL (Rolling 12 months)	\$20,469,690	\$22,585,614	10.3%

Second Quarter 2016 Area Highlights

AREA	2015	2016	PERCENT CHANGE
Clark County	\$5,079,210	\$5,445,021	7.2%
Washoe County	272,033	316,425	16.3%
Douglas County*	37,501	54,391	45.0%
Elko County	48,870	48,149	(1.5%)
Carson City	15,723	17,000	8.1%
All other counties	66,532	50,145	(24.6%)
TOTAL (State)	\$5,519,869	\$5,931,131	7.5%

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	2014	2015	PERCENT CHANGE
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%
October	4,577,714	4,841,855	5.8%
November	4,253,319	4,405,099	3.6%
December	4,073,182	4,246,448	4.3%

MONTH	2015	2016	PERCENT CHANGE
January	4,237,123	4,382,832	3.4%
February	3,980,836	4,228,664	6.2%
March	4,576,025	4,800,575	4.9%
April	4,630,665	4,703,114	1.6%
May	4,785,884	4,749,994	(0.7%)
June	4,765,302	4,938,772	3.6%
TOTAL (Rolling 12 months)	53,848,905	55,834,164	3.7%

Second Quarter 2016 Area Highlights

AREA	2015	2016	PERCENT CHANGE
Clark County:			
Las Vegas	10,831,382	10,816,850	(0.1%)
Laughlin	481,059	499,652	3.9%
Mesquite	320,695	353,651	10.3%
Washoe County	1,195,381	1,256,060	5.1%
All other counties	1,353,333	1,465,667	8.3%
TOTAL (State)	14,181,850	14,391,880	1.5%

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	2014	2015	NET CHANGE
July	85.1%	87.2%	2.1
August	83.6%	84.0%	0.4
September	81.5%	84.8%	3.3
October	83.0%	86.5%	3.5
November	77.2%	78.8%	1.6
December	70.9%	72.4%	1.5

MONTH	2015	2016	NET CHANGE
January	76.0%	77.1%	1.1
February	79.7%	81.0%	1.3
March	83.1%	85.3%	2.2
April	83.1%	83.7%	0.6
May	85.4%	81.7%	(3.7)
June	85.2%	88.0%	2.8
MONTHLY AVG (Rolling 12 months)	81.1%	82.5%	1.4

Second Quarter 2016 Area Highlights

AREA	2015	2016	NET CHANGE
Clark County:			
Las Vegas	90.2%	90.1%	(0.1)
Laughlin	63.2%	66.3%	3.0
Mesquite	78.8%	82.9%	4.1
Lake Tahoe*	64.3%	56.9%	(7.4)
Washoe County	66.0%	68.1%	2.1
All other counties	64.0%	60.7%	(3.3)
QUARTER AVG (State)	84.6%	84.4%	(0.2)

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	2014	2015	PERCENT CHANGE
July	5,088,080	5,214,485	2.5%
August	5,039,090	5,016,092	(0.5%)
September	4,737,950	4,916,508	3.8%
October	4,987,698	5,175,904	3.8%
November	4,489,884	4,563,681	1.6%
December	4,270,953	4,352,743	1.9%

MONTH	2015	2016	PERCENT CHANGE
January	4,553,354	4,617,181	1.4%
February	4,310,413	4,544,218	5.4%
March	4,977,935	5,117,370	2.8%
April	4,839,493	4,855,336	0.3%
May	5,093,579	4,899,786	(3.8%)
June	4,929,937	5,116,455	3.8%
TOTAL (Rolling 12 months)	57,318,366	58,389,760	1.9%

Second Quarter 2016 Area Highlights

AREA	2015	2016	PERCENT CHANGE
Clark County:			
Las Vegas	12,300,494	12,234,338	(0.5%)
Laughlin	570,093	604,185	6.0%
Mesquite	123,825	128,795	4.0%
Lake Tahoe*	110,687	121,237	9.5%
Washoe County	1,013,237	1,065,287	5.1%
All other counties	744,673	717,735	(3.6%)
TOTAL (State)	14,863,009	14,871,577	0.1%

*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	2014	2015	PERCENT CHANGE
July	192,919	192,848	0.0%
August	194,484	192,742	(0.9%)
September	193,774	193,230	(0.3%)
October	193,910	192,989	(0.5%)
November	193,906	193,034	(0.4%)
December	194,330	193,981	(0.2%)

MONTH	2015	2016	PERCENT CHANGE
January	193,355	193,198	(0.1%)
February	193,233	193,335	0.1%
March	193,252	193,529	0.1%
April	194,052	193,348	(0.4%)
May	192,348	193,367	0.5%
June	192,811	193,857	0.5%
END OF PERIOD	192,811	193,857	0.5%

Second Quarter 2016 Area Highlights

AREA	2015	2016	PERCENT CHANGE
Clark County:			
Las Vegas	149,071	149,262	0.1%
Laughlin	9,996	10,020	0.2%
Mesquite	1,706	1,695	(0.6%)
Lake Tahoe*	2,091	2,341	12.0%
Washoe County	17,159	17,543	2.2%
All other counties	12,788	12,996	1.6%
END OF PERIOD (State)	192,811	193,857	0.5%

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of June 30, 2016.

*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	2014	2015	PERCENT CHANGE
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%
October	913,642,222	887,577,506	(2.9%)
November	876,244,082	944,265,844	7.8%
December	950,594,005	982,060,730	3.3%

MONTH	2015	2016	PERCENT CHANGE
January	952,665,049	925,316,080	(2.9%)
February	916,087,062	989,818,839	8.0%
March	951,187,037	922,272,001	(3.0%)
April	897,974,104	877,721,386	(2.3%)
May	1,003,479,006	958,055,897	(4.5%)
June	830,908,907	887,413,847	6.8%
TOTAL (Rolling 12 months)	\$11,048,279,693	\$11,121,979,480	0.7%

Second Quarter 2016 Area Highlights

AREA	2015	2016	PERCENT CHANGE
Clark County:	\$2,362,957,421	\$2,346,159,023	(0.7%)
Strip	1,545,575,548	1,511,123,808	(2.2%)
Downtown	136,283,263	135,679,220	(0.4%)
Laughlin	116,971,786	119,451,672	2.1%
Mesquite	28,097,428	28,979,073	3.1%
County balance	536,029,395	550,925,251	2.8%
Washoe County	191,276,274	200,366,699	4.8%
Lake Tahoe*	48,284,485	45,170,826	(6.4%)
Elko County	65,750,561	67,454,263	2.6%
Carson Valley Area	25,983,095	24,953,107	(4.0%)
All other counties	38,110,182	37,436,714	(1.8%)
TOTAL (State)	\$2,732,362,017	\$2,721,540,633	(0.4%)

*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	2014	2015	PERCENT CHANGE
July	355,985	336,316	(5.5%)
August	438,655	598,132	36.4%
September	403,296	547,502	35.8%
October	499,216	648,289	29.9%
November	417,544	572,986	37.2%
December	172,833	250,203	44.8%

MONTH	2015	2016	PERCENT CHANGE
January	696,962	798,190	14.5%
February	565,645	631,041	11.6%
March	570,779	706,627	23.8%
April	568,141	663,823	16.8%
May	511,432	502,614	(1.7%)
June	425,828	506,920	19.0%
TOTAL (Rolling 12 months)	5,626,316	6,762,643	20.2%

Second Quarter 2016 Area Highlights

AREA	2015	2016	PERCENT CHANGE
Clark County:			
Las Vegas	1,292,552	1,470,362	13.8%
Washoe County	173,031	161,421 *	(6.7%)
All other counties	39,818	41,574	4.4%
TOTAL (State)	1,505,401	1,673,357	11.2%

*USBC Open Championship took place in Q1 2016.

AIRPORT VOLUME

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

MONTH	2014	2015	PERCENT CHANGE
July	4,106,507	4,448,631	8.3%
August	4,094,870	4,380,048	7.0%
September	3,892,069	4,111,301	5.6%
October	4,161,091	4,441,399	6.7%
November	3,652,543	4,028,278	10.3%
December	3,656,404	3,976,879	8.8%

MONTH	2015	2016	PERCENT CHANGE
January	3,589,186	3,843,144	7.1%
February	3,430,920	3,745,373	9.2%
March	4,180,532	4,420,043	5.7%
April	4,079,084	4,220,079	3.5%
May	4,307,053	4,471,129	3.8%
June	4,265,573	4,502,348	5.6%
TOTAL (Rolling 12 months)	47,415,832	50,588,652	6.7%

Second Quarter 2016 Area Highlights

AREA	2015	2016	PERCENT CHANGE
McCarran Int. (Las Vegas)	11,689,038	12,195,393	4.3%
Reno/Tahoe Int.	853,101	901,424	5.7%
North Las Vegas	14,682	- *	(100.0%)
Laughlin/Bullhead Int.	51,317	54,079	5.4%
Elko Airport	8,473	7,339	(13.4%)
Henderson Exec. Airport	35,099	35,321	0.6%
TOTAL (State)	12,651,710	13,193,556	4.3%

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

*Status of aviation unclear.

VEHICLE TRAFFIC COUNTS

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

MONTH	2014	2015	PERCENT CHANGE
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%
October	2,508,950	2,548,163	1.6%
November	2,326,184	1,868,542 *	(19.7%)
December	2,372,875	2,088,239 *	(12.0%)

MONTH	2015	2016	PERCENT CHANGE
January	2,296,827	2,003,416 *	(12.8%)
February	2,151,932	2,331,832 *	8.4%
March	2,400,807	2,452,377 *	2.1%
April	2,488,053	2,105,696 *	(15.4%)
May	2,681,778	2,303,045 *	(14.1%)
June	2,933,149	2,467,806 *	(15.9%)
TOTAL (Rolling 12 months)	30,769,352	29,327,327	(4.7%)

Second Quarter 2016 Area Highlights

AREA	2015	2016	PERCENT CHANGE
I-15 at Primm/Jean	2,110,453	2,076,280	(1.6%)
I-15 at Mesquite	1,143,341	1,302,532	13.9%
I-80 at Verdi	1,335,742	- *	(100.0%)
I-80 at Wells	275,909	235,719	(14.6%)
All other entry points	3,237,535	3,262,016	0.8%
TOTAL (State)	8,102,980	6,876,547	(15.1%)

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

*Due to equipment failure on Interstate 80 at Verdi, the traffic totals for November 2015 through June 2016 do not contain any data.

PARK USAGE

The number of people visiting state and nearby national parks.

MONTH	2014	2015	PERCENT CHANGE
July	3,527,211	3,700,274	4.9%
August	3,568,958	3,647,337	2.2%
September	2,888,038	2,980,887	3.2%
October	2,199,035	2,350,672	6.9%
November	1,353,709	1,382,561	2.1%
December	1,384,103	1,171,224	(15.4%)

MONTH	2015	2016	PERCENT CHANGE
January	1,166,404	1,121,803	(3.8%)
February	1,348,188	1,505,439	11.7%
March	2,040,525	2,479,579	21.5%
April	2,380,483	2,446,489	2.8%
May	2,844,764	3,126,882	9.9%
June	3,406,870	3,782,937	11.0%
TOTAL (Rolling 12 months)	28,108,288	29,696,084	5.6%

First Quarter 2016 Area Highlights

AREA	2015	2016	PERCENT CHANGE
Nevada State Parks	897,522	1,118,597	24.6%
Great Basin Nat. Park	34,626	- *	(100.0%)
Lake Mead Nat. Rec. Area	2,192,585	2,111,895	(3.7%)
Hoover Dam Visitor Center	196,489	202,272	2.9%
Grand Canyon Nat. Park	1,667,957	1,784,872	7.0%
Zion Nat. Park	1,256,471	1,394,094	11.0%
Bryce Canyon Nat. Park	768,346	963,134	25.4%
Death Valley Nat. Park	336,461	274,170	(18.5%)
Yosemite Nat. Park	1,281,660	1,507,274	17.6%
TOTAL (All Parks)	8,632,117	9,356,308	8.4%

*Due to staffing shortages, stats are not available.

Second Quarter

2016 VOLUME XXIV

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

TONOPAH 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

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NEVADA STATE MAP

