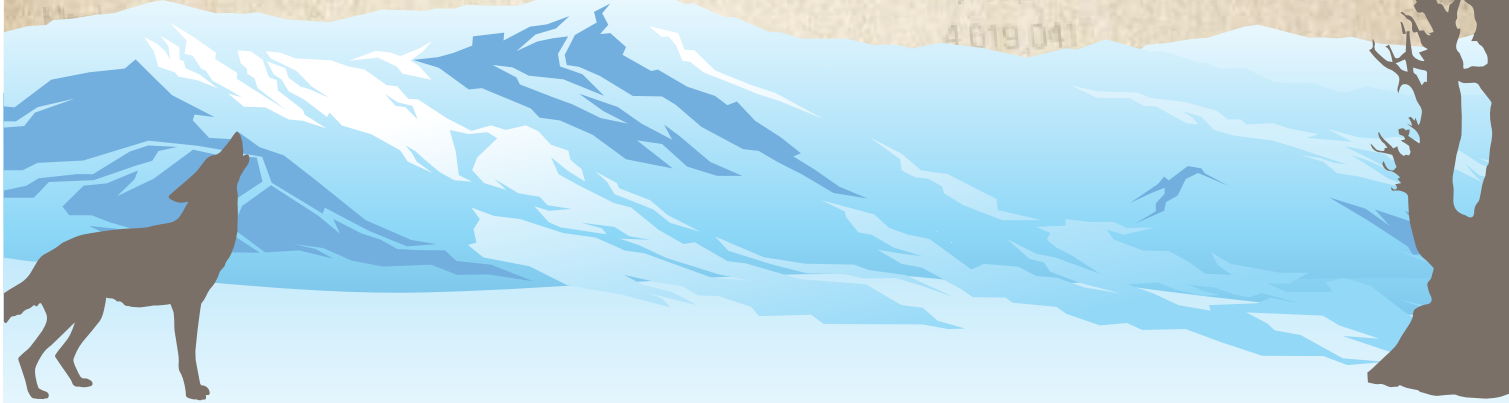
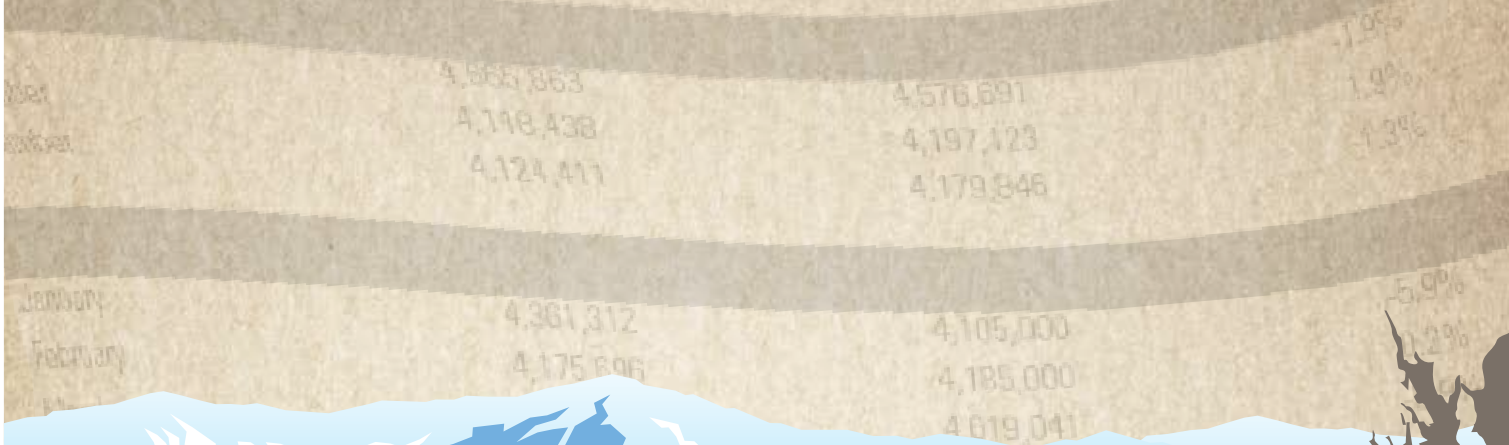


# NEVADA

A WORLD WITHIN.  
A STATE APART.

## AGE OF VISITORS TO NEVADA



FIRST QUARTER \* 2017 VOLUME XXV

# DISCOVER THE FACTS



## **Governor**

Brian Sandoval

## **Lt. Governor • Chair**

Mark A. Hutchison

## **Nevada Commission on Tourism**

### **Commissioners\***

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Bob Morse

Don Newman

Rossi Ralenkotter

Herb Santos, Jr.

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Bob Stoldal

Mike Vaswani

John Wagnon

*\*Represents the commission as of March 31, 2017.*

## **Director**

Claudia Vecchio

[A Quarterly Report Published by the Nevada Division of Tourism](#)

## **Research and Analysis**

Kyle Shulz

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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	2015	2016	PERCENT CHANGE
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%
July	1,798,254	2,024,080	12.6%
August	1,785,675	1,919,808	7.5%
September	1,912,063	2,162,786	13.1%
October	2,168,165	2,230,199	2.9%
November	1,757,895	1,846,970	5.1%
December	1,459,029	1,570,239	7.6%

MONTH	2016	2017	PERCENT CHANGE
January	2,083,944	2,204,501	5.8%
February	1,713,562	1,695,164	(1.1%)
March	1,975,897	2,401,099	21.5%
<b>TOTAL (Rolling 12 months)</b>	<b>\$22,174,352</b>	<b>\$23,985,978</b>	<b>8.2%</b>

## First Quarter 2017 Area Highlights

AREA	2016	2017	PERCENT CHANGE
Clark County	\$5,369,055	\$5,860,285	9.1%
Washoe County	248,546	266,105	7.1%
Douglas County*	70,064	75,871	8.3%
Elko County	36,405	34,747	(4.6%)
Carson City	10,615	14,698	38.5%
All other counties	38,716 **	49,058	26.7%
<b>TOTAL (State)</b>	<b>\$5,773,402</b>	<b>\$6,300,764</b>	<b>9.1%</b>

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.

\*\*Due to prior overpayment of the monthly 3/8 of 1% amounts, Humboldt County remissions total zero for the quarter while the credit balance with the State is drawn down.

# VISITOR VOLUME

The number of visitors to Nevada.

MONTH	2015	2016	PERCENT CHANGE
April	4,630,665	4,703,114	1.6%
May	4,785,884	4,749,994	(0.7%)
June	4,765,302	4,934,087	3.5%
July	5,102,989	5,227,729	2.4%
August	4,802,868	4,806,566	0.1%
September	4,630,955	4,785,873	3.3%
October	4,841,855	4,861,042	0.4%
November	4,405,099	4,486,636	1.9%
December	4,246,448	4,353,084	2.5%

MONTH	2016	2017	PERCENT CHANGE
January	4,382,832	4,462,890	1.8%
February	4,228,664	4,059,916	(4.0%)
March	4,800,575	4,935,055	2.8%
<b>TOTAL (Rolling 12 months)</b>	<b>55,624,134</b>	<b>56,365,985</b>	<b>1.3%</b>

## First Quarter 2017 Area Highlights

AREA	2016	2017	PERCENT CHANGE
Clark County:			
Las Vegas	10,530,263	10,437,251	(0.9%)
Laughlin	473,633	473,388	(0.1%)
Mesquite	349,118	340,710	(2.4%)
Washoe County	1,085,057	1,118,511	3.1%
All other counties	974,000	1,088,000	11.7%
<b>TOTAL (State)</b>	<b>13,412,071</b>	<b>13,457,860</b>	<b>0.3%</b>

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	2015	2016	NET CHANGE
April	83.1%	83.7%	0.6
May	85.4%	81.7%	(3.7)
June	85.2%	88.0%	2.8
July	87.2%	89.4%	2.2
August	83.9%	84.5%	0.6
September	84.8%	87.2%	2.4
October	86.5%	85.6%	(0.9)
November	78.8%	79.3%	0.5
December	72.4%	73.1%	0.7

MONTH	2016	2017	NET CHANGE
January	77.1%	77.8%	0.7
February	81.0%	79.5%	(1.5)
March	85.3%	87.0%	1.7
<b>MONTHLY AVG (Rolling 12 months)</b>	<b>82.6%</b>	<b>83.1%</b>	<b>0.5</b>

### First Quarter 2017 Area Highlights

AREA	2016	2017	NET CHANGE
Clark County:			
Las Vegas	87.5%	87.7%	0.2
Laughlin	62.3%	64.1%	1.8
Mesquite	81.6%	77.6%	(4.0)
Lake Tahoe*	63.4%	63.8%	0.4
Washoe County	59.9%	60.9%	1.0
All other counties	53.8%	53.9%	0.1
<b>QUARTER AVG (State)</b>	<b>81.1%</b>	<b>81.5%</b>	<b>0.4</b>

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	2015	2016	PERCENT CHANGE
April	4,839,493	4,854,776	0.3%
May	5,093,579	4,899,285	(3.8%)
June	4,929,937	5,115,244	3.8%
July	5,214,485	5,356,256	2.7%
August	5,016,159	5,068,002	1.0%
September	4,916,585	5,071,167	3.1%
October	5,175,929	5,136,907	(0.8%)
November	4,563,666	4,606,560	0.9%
December	4,352,743	4,396,550	1.0%

MONTH	2016	2017	PERCENT CHANGE
January	4,617,181	4,664,114	1.0%
February	4,544,218	4,311,456	(5.1%)
March	5,117,365	5,225,611	2.1%
<b>TOTAL (Rolling 12 months)</b>	<b>58,381,340</b>	<b>58,705,930</b>	<b>0.6%</b>

## First Quarter 2017 Area Highlights

AREA	2016	2017	PERCENT CHANGE
Clark County:			
Las Vegas	11,882,290	11,792,900	(0.8%)
Laughlin	568,064	572,493	0.8%
Mesquite	127,144	133,094	4.7%
Lake Tahoe*	135,078	134,577	(0.4%)
Washoe County	930,324	938,031	0.8%
All other counties	635,864	630,086	(0.9%)
<b>TOTAL (State)</b>	<b>14,278,764</b>	<b>14,201,181</b>	<b>(0.5%)</b>

\*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	2015	2016	PERCENT CHANGE
January	194,052	193,348	(0.4%)
February	192,348	193,367	0.5%
March	192,811	193,857	0.5%
April	192,848	193,348	0.3%
May	192,799	193,398	0.3%
June	193,287	193,770	0.2%
July	193,046	193,506	0.2%
August	193,034	193,690	0.3%
September	193,981	193,908	(0.0%)

MONTH	2016	2017	PERCENT CHANGE
January	193,197	193,477	0.1%
February	193,335	193,659	0.2%
March	193,586	193,775	0.1%
<b>END OF PERIOD</b>	<b>193,586</b>	<b>193,775</b>	<b>0.1%</b>

## First Quarter 2017 Area Highlights

AREA	2016	2017	PERCENT CHANGE
Clark County:			
Las Vegas	149,262	149,351	0.1%
Laughlin	10,020	9,920	(1.0%)
Mesquite	1,712	1,905	11.3%
Lake Tahoe*	2,341	2,345	0.2%
Washoe County	17,255	17,258	0.0%
All other counties	12,996	12,996	0.0%
<b>END OF PERIOD (State)</b>	<b>193,586</b>	<b>193,775</b>	<b>0.1%</b>

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of March 31, 2017.

\*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	2015	2016	PERCENT CHANGE
April	\$897,974,104	\$876,135,201	(2.4%)
May	1,003,479,006	958,055,897	(4.5%)
June	830,908,907	887,413,847	6.8%
July	923,035,887	1,015,014,675	10.0%
August	908,240,161	860,696,183	(5.2%)
September	916,466,665	948,961,678	3.5%
October	887,510,784	986,203,126	11.1%
November	944,346,452	930,424,599	(1.5%)
December	982,971,650	956,095,365	(2.7%)

MONTH	2016	2017	PERCENT CHANGE
January	925,066,268	1,036,265,399	12.0%
February	989,909,589	945,597,571	(4.5%)
March	922,329,185	991,023,123	7.4%
<b>TOTAL (Rolling 12 months)</b>	<b>\$11,132,238,658</b>	<b>\$11,391,886,664</b>	<b>2.3%</b>

## First Quarter 2017 Area Highlights

AREA	2016	2017	PERCENT CHANGE
Clark County:	\$2,470,455,292	\$2,609,385,897	5.6%
Strip	1,589,398,968	1,676,921,226	5.5%
Downtown	143,974,980	170,179,689	18.2%
Laughlin	133,953,109	137,521,942	2.7%
Mesquite	32,889,184	34,006,993	3.4%
County balance	570,239,051	590,756,047	3.6%
Washoe County	188,485,718	185,082,279	(1.8%)
Lake Tahoe*	48,745,975	48,901,355	0.3%
Elko County	68,300,771	67,935,965	(0.5%)
Carson Valley Area	24,029,596	23,790,682	(1.0%)
All other counties	37,287,690	37,789,915	1.3%
<b>TOTAL (State)</b>	<b>\$2,837,305,042</b>	<b>\$2,972,886,093</b>	<b>4.8%</b>

\*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.

## First Quarter

2017 VOLUME XXV



# CONVENTION ATTENDANCE

The number of delegates attending conventions in Nevada.

MONTH	2015	2016	PERCENT CHANGE
April	568,141	663,823	16.8%
May	511,432	502,614	(1.7%)
June	425,828	506,920	19.0%
July	336,316	377,228	12.2%
August	598,132	573,681	(4.1%)
September	547,502	643,156	17.5%
October	648,289	533,171	(17.8%)
November	572,986	544,770	(4.9%)
December	250,203	260,987	4.3%

MONTH	2016	2017	PERCENT CHANGE
January	798,190	754,281	(5.5%)
February	631,041	643,748	2.0%
March	706,627	779,669	10.3%
<b>TOTAL (Rolling 12 months)</b>	<b>6,594,687</b>	<b>6,784,048</b>	<b>2.9%</b>

## First Quarter 2017 Area Highlights

AREA	2016	2017	PERCENT CHANGE
Clark County:			
Las Vegas	2,044,229	2,113,653	3.4%
Washoe County	49,494 *	26,790	(45.9%)
All other counties	42,135	37,255	(11.6%)
<b>TOTAL (State)</b>	<b>2,135,858</b>	<b>2,177,698</b>	<b>2.0%</b>

\*Men's USBC Open Championship took place in 2016.

# AIRPORT VOLUME

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

MONTH	2015	2016	PERCENT CHANGE
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%
July	4,448,631	4,557,434	2.4%
August	4,380,048	4,477,838	2.2%
September	4,111,301	4,413,895	7.4%
October	4,441,399	4,619,746	4.0%
November	4,028,278	4,167,501	3.5%
December	3,976,552	4,022,086	1.1%

MONTH	2016	2017	PERCENT CHANGE
January	3,843,144	3,987,893	3.8%
February	3,745,373	3,747,967	0.1%
March	4,420,043	4,595,587	4.0%
<b>TOTAL (Rolling 12 months)</b>	<b>50,046,479</b>	<b>51,783,503</b>	<b>3.5%</b>

## First Quarter 2017 Area Highlights

AREA	2016	2017	PERCENT CHANGE
McCarran Int. (Las Vegas)	11,069,877	11,314,907	2.2%
Reno/Tahoe Int.	841,649	924,541	9.8%
North Las Vegas	3,131	- *	(100.0%)
Laughlin/Bullhead Int.	63,687	64,930	2.0%
Elko Airport	6,301	7,212	14.5%
Henderson Exec. Airport	23,915	19,857	(17.0%)
<b>TOTAL (State)</b>	<b>12,008,560</b>	<b>12,331,447</b>	<b>2.7%</b>

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

\*Vision Air is no longer in business.

## First Quarter

2017 VOLUME XXV

# VEHICLE TRAFFIC COUNTS

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

MONTH	2015	2016	PERCENT CHANGE
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%)
July	3,321,812	2,898,010 *	(12.8%)
August	3,092,279	2,655,534 *	(14.1%)
September	2,744,120	2,397,806 *	(12.6%)
October	2,548,163	2,188,085 *	(14.1%)
November	1,868,542 *	1,796,517 *,**	(3.9%)
December	2,088,239 *	2,079,125 *,**	(0.4%)

MONTH	2016	2017	PERCENT CHANGE
January	2,003,416 *	1,792,350 *	(10.5%)
February	2,331,832	1,695,509 *,**	(27.3%)
March	2,452,377	1,973,558 *,**	(19.5%)
<b>TOTAL (Rolling 12 months)</b>	<b>30,553,760</b>	<b>26,353,041</b>	<b>(13.7%)</b>

## First Quarter 2017 Area Highlights

AREA	2016	2017	PERCENT CHANGE
I-15 at Primm/Jean	1,844,009	1,715,339	(7.0%)
I-15 at Mesquite	1,053,493	1,046,741	(0.6%)
I-80 at Verdi	781,677	- *	(100.0%)
I-80 at Wells	202,869	193,288	(4.7%)
All other entry points	2,905,577	2,506,049 **	(13.8%)
<b>TOTAL (State)</b>	<b>6,787,625</b>	<b>5,461,417</b>	<b>(19.5%)</b>

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 through December 2015, January 2016 and April 2016 through March 2017 do not contain any data.

\*\*Due to road construction/equipment failure at various other entry points, the respective traffic totals for November through December 2016 and February through March 2017 do not contain any data.

# PARK USAGE

The number of people visiting state and nearby national parks.

MONTH	2015	2016	PERCENT CHANGE
April	2,380,483	2,469,517	3.7%
May	2,844,764	3,142,641	10.5%
June	3,406,870	3,795,073	11.4%
July	3,700,274	4,241,298	14.6%
August	3,647,337	3,646,725	(0.0%)
September	2,984,296	3,471,305	16.3%
October	2,350,672	2,622,652	11.6%
November	1,382,561	1,727,298	24.9%
December	1,171,224	1,321,285	12.8%

MONTH	2016	2017	PERCENT CHANGE
January	1,125,300	1,252,720	11.3%
February	1,531,594	1,307,090	(14.7%)
March	2,489,831	2,174,314	(12.7%)
<b>TOTAL (Rolling 12 months)</b>	<b>29,015,206</b>	<b>31,171,918</b>	<b>7.4%</b>

## First Quarter 2017 Area Highlights

AREA	2016	2017	PERCENT CHANGE
Nevada State Parks	558,596	529,435	(5.2%)
Great Basin Nat. Park	12,108	3,769 *	(68.9%)
Lake Mead Nat. Rec. Area	1,658,594	1,632,176	(1.6%)
Hoover Dam Visitor Center	167,180	158,725	(5.1%)
Grand Canyon Nat. Park	922,615	964,075	4.5%
Zion Nat. Park	566,975	550,006	(3.0%)
Bryce Canyon Nat. Park	218,247	210,388	(3.6%)
Death Valley Nat. Park	387,319	262,981	(32.1%)
Yosemite Nat. Park	655,091	422,569	(35.5%)
<b>TOTAL (All Parks)</b>	<b>5,146,725</b>	<b>4,734,124</b>	<b>(8.0%)</b>

\*Does not include March 2017 data.

## First Quarter

2017 VOLUME XXV

# 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](http://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](http://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](http://www.elkocva.com)

## ELKO REGIONAL AIRPORT

975 Terminal Way, Elko, NV 89801  
775-777-7190 • Fax: 775-777-7193  
[www.elkocity.com](http://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](http://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](http://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](http://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](http://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](http://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](http://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](http://www.mccarran.com)

## NATIONAL PARK SERVICE

1849 C Street NW, Washington, D.C. 20240  
202-208-6843 • [www.nps.gov](http://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](http://www.nevadadot.com)

## NEVADA DIVISION OF STATE PARKS

1300 S. Curry St., Carson City, NV 89703  
775-687-4384 • [parks.nv.gov](http://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](http://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](http://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](http://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](http://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](http://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](http://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](http://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](http://www.westwendovercity.com)

## WINNEMUCCA CONVENTION & VISITORS BUREAU

50 W. Winnemucca Blvd., Winnemucca, NV 89445  
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# NEVADA STATE MAP

