



NEVADA
COMMISSION
ON TOURISM

Third Quarter 2013 VOLUME XXI

A Digest of Statistical Information on the Nevada Tourism Industry

NUMBER OF VISITORS TO NEVADA

October	4,665,863		
September	4,118,438	4,576,691	-10.2%
	4,124,411	4,197,123	-1.0%
		4,179,846	1.0%
January			
February	4,361,312		
March	4,175,696	4,105,000	1.6%
April	4,910,243	4,185,000	17.2%
May	4,547,530	4,619,041	-1.5%
June	4,616,031	4,408,812	4.8%
July	4,669,235	4,585,859	1.9%
August	4,951,404	4,438,632	11.4%
	4,855,796	4,642,005	4.7%
September	4,118,438	4,576,691	-10.2%
ANNUAL	54,578,132	52,142,508	4.7%
County:			
Vegas	10,000,300	9,701,640	3.0%
Lin	786,530	739,251	6.4%
ite	395,320	319,630	20.9%
ounty	1,424,359	1,294,446	9.3%
	1,783,000	1,668,000	6.9%
	14,389,533	13,387,491	7.5%

Discover the Facts

NUMBER OF VISITORS TO NEVADA

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Nevada Commission on Tourism

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A Quarterly Report Published by the Nevada Commission on Tourism

Research and Analysis

David Peterson

Contact

401 North Carson Street

Carson City, NV 89701

(p) 775.687.4322

(p) 800.237.0774

(f) 775.687.6779

TravelNevada.biz

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



NEVADA
COMMISSION
ON TOURISM

Visitor Volume

The number of visitors to Nevada.

MONTH	2011	2012	PERCENT CHANGE
October	4,348,368	4,451,967	2.4%
November	3,866,536	3,926,030	1.5%
December	3,858,458	3,929,051	1.8%

MONTH	2012	2013	PERCENT CHANGE
January	3,903,643	3,881,718	(0.6%)
February	3,916,646	3,844,787	(1.8%)
March	4,516,278	4,524,078	0.2%
April	4,440,519	4,439,486	(0.0%)
May	4,564,576	4,557,233	(0.2%)
June	4,692,091	4,684,024	(0.2%)
July	4,727,413	4,782,164	1.2%
August	4,628,755	4,618,789	(0.2%)
September	4,463,045	4,367,714	(2.1%)
TOTAL (Rolling 12 months)	51,926,328	52,007,040	0.2%

Third Quarter 2013 Area Highlights

AREA	2012	2013	PERCENT CHANGE
Clark County:			
Las Vegas	10,137,642	10,138,744	0.0%
Laughlin	555,324	545,183	(1.8%)
Mesquite	220,435	224,854	2.0%
Washoe County	1,356,612	1,358,219	0.1%
All other counties	1,549,200	1,501,667	(3.1%)
TOTAL (State)	13,819,213	13,768,667	(0.4%)

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

Convention Attendance

The number of delegates attending conventions in Nevada.

MONTH	2011	2012	PERCENT CHANGE
October	510,696	535,888	4.9%
November	413,140	480,004	16.2%
December	185,536	181,047	(2.4%)

MONTH	2012	2013	PERCENT CHANGE
January	578,545	623,236	7.7%
February	613,482	584,026	(4.8%)
March	555,154	582,643	5.0%
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	385,876	(5.7%)
TOTAL (Rolling 12 months)	5,477,532	5,539,759	1.1%

Third Quarter 2013 Area Highlights

AREA	2012	2013	PERCENT CHANGE
Clark County:			
Las Vegas	1,099,131	1,104,178	0.5%
Laughlin	12,072	11,624	(3.7%)
Washoe County	45,206	38,272	(15.3%)
All other counties	76,366	24,605 *	(67.8%)
TOTAL (State)	1,232,775	1,178,679	(4.4%)

*Does not include Carson City counts.

Occupancy Level

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

MONTH	2011	2012	NET CHANGE
October	80.7%	82.8%	2.1
November	72.6%	73.5%	0.9
December	67.7%	69.6%	1.9

MONTH	2012	2013	NET CHANGE
January	71.8%	71.8%	0.0
February	76.4%	78.2%	1.8
March	82.2%	82.8%	0.6
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)
MONTHLY AVG (Rolling 12 months)	78.7%	79.2%	0.5

Third Quarter 2013 Area Highlights

AREA	2012	2013	NET CHANGE
Clark County:			
Las Vegas	86.0%	85.7%	(0.3)
Laughlin	64.1%	64.1%	0.0
Mesquite	64.1%	61.5%	(2.6)
Lake Tahoe*	75.2%	75.1%	(0.1)
Washoe County	72.6%	72.4%	(0.2)
All other counties	72.3%	68.1%	(4.2)
QUARTER AVG (State)	82.4%	81.9%	(0.5)

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	2011	2012	PERCENT CHANGE
October	4,869,301	4,998,022	2.6%
November	4,245,675	4,290,609	1.1%
December	4,091,422	4,214,916	3.0%

MONTH	2012	2013	PERCENT CHANGE
January	4,339,342	4,337,943	(0.0%)
February	4,325,524	4,257,700	(1.6%)
March	4,982,882	5,004,957	0.4%
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	5,038,875	(0.2%)
August	4,887,028	4,882,366	(0.1%)
September	4,827,477	4,713,721	(2.4%)
TOTAL (Rolling 12 months)	56,145,416	56,272,558	0.2%

Third Quarter 2013 Area Highlights

AREA	2012	2013	PERCENT CHANGE
Clark County:			
Las Vegas	11,888,414	11,814,679	(0.6%)
Laughlin	609,099	609,481	0.1%
Mesquite	103,807	98,204	(5.4%)
Lake Tahoe*	162,763	162,677	(0.1%)
Washoe County	1,158,206	1,151,062	(0.6%)
All other counties	840,014	798,859	(4.9%)
TOTAL (State)	14,762,303	14,634,962	(0.9%)

*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	2011	2012	PERCENT CHANGE
October	194,543	194,615	0.0%
November	195,022	194,567	(0.2%)
December	194,838	195,352	0.3%

MONTH	2012	2013	PERCENT CHANGE
January	195,057	194,844	(0.1%)
February	195,171	194,501	(0.3%)
March	195,534	194,998	(0.3%)
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%)
END OF PERIOD	195,006	194,494	(0.3%)

Third Quarter 2013 Area Highlights

AREA	2012	2013	PERCENT CHANGE
Clark County:			
Las Vegas	150,245	149,820	(0.3%)
Laughlin	10,333	10,333	0.0%
Mesquite	1,759	1,736	(1.3%)
Lake Tahoe*	2,354	2,354	0.0%
Washoe County	17,680	17,504	(1.0%)
All other counties	12,635	12,747	0.9%
END OF PERIOD (State)	195,006	194,494	(0.3%)

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of September 30, 2013.

**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 Tax Collections

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

MONTH	2011	2012	PERCENT CHANGE
October	\$1,649,424	\$1,681,900	2.0%
November	1,228,956	1,224,408	(0.4%)
December	1,113,850	1,159,176	4.1%

MONTH	2012	2013	PERCENT CHANGE
January	1,470,241	1,501,804	2.1%
February	1,369,010	1,265,250	(7.6%)
March	1,498,475	1,627,913	8.6%
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	1,516,503	12.4%
August	1,389,126	1,521,066	9.5%
September	1,563,227	1,530,337	(2.1%)
TOTAL (Rolling 12 months)	\$17,260,831	\$17,911,437	3.8%

Third Quarter 2013 Area Highlights

AREA	2012	2013	PERCENT CHANGE
Clark County	\$3,772,775	\$3,995,060	5.9%
Washoe County	306,394	331,003	8.0%
Douglas County*	65,760	77,394	17.7%
Elko County	62,342	58,942	(5.5%)
Carson City	16,838	17,836	5.9%
All other counties	77,831	87,672 *	12.6%
TOTAL (State)	\$4,301,940	\$4,567,906	6.2%

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 Humboldt County's June 2013 remittance, as the fiscal year was closed prior to receipt.

Gross Gaming Revenue

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

MONTH	2011	2012	PERCENT CHANGE
October	\$960,719,190	\$978,808,166	1.9%
November	880,127,660	782,626,618	(11.1%)
December	855,660,242	943,303,873	10.2%
MONTH	2012	2013	PERCENT CHANGE
January	1,038,359,333	909,182,242	(12.4%)
February	932,175,506	1,073,255,959	15.1%
March	854,590,336	914,784,657	7.0%
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%
TOTAL (Rolling 12 months)	\$10,852,765,012	\$10,985,800,198	1.2%

Third Quarter 2013 Area Highlights

AREA	2012	2013	PERCENT CHANGE
Clark County:	\$2,354,590,426	\$2,426,985,506	3.1%
Strip	1,585,219,448	1,663,604,606	4.9%
Downtown	121,925,640	117,975,109	(3.2%)
Laughlin	105,543,778	107,450,545	1.8%
Mesquite	24,821,765	24,002,498	(3.3%)
County balance	517,079,793	513,952,749	(0.6%)
Washoe County	201,819,258	207,152,421	2.6%
Lake Tahoe*	69,664,322	75,985,371	9.1%
Elko County	67,309,811	66,811,015	(0.7%)
Carson Valley Area	26,174,267	25,654,295	(2.0%)
All other counties	38,279,251	37,228,478	(2.7%)
TOTAL (State)	\$2,757,837,333	\$2,839,817,087	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.

Airport Volume

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

MONTH	2011	2012	PERCENT CHANGE
October	4,075,287	4,006,175	(1.7%)
November	3,618,960	3,594,037	(0.7%)
December	3,512,512	3,469,869	(1.2%)

MONTH	2012	2013	PERCENT CHANGE
January	3,472,562	3,423,029	(1.4%)
February	3,410,841	3,287,269	(3.6%)
March	3,992,407	4,029,873	0.9%
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%
TOTAL (Rolling 12 months)	45,766,290	45,615,626	(0.3%)

Third Quarter 2013 Area Highlights

AREA	2012	2013	PERCENT CHANGE
McCarran Int. (Las Vegas)	10,746,191	10,750,965	0.0%
Reno/Tahoe Int.	988,305	938,969	(5.0%)
North Las Vegas	30,815	22,674	(26.4%)
Laughlin/Bullhead Int.	51,960	52,991	2.0%
Elko Airport	9,954	10,271	3.2%
Henderson Exec. Airport	36,792	37,842	2.9%
TOTAL (State)	11,864,017	11,813,712	(0.4%)

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	2011	2012	PERCENT CHANGE
October	1,811,090 *,**	1,761,692 *****	(2.7%)
November	1,652,389 *,*****	2,138,945	29.4%
December	2,393,615 *	2,219,116	(7.3%)
MONTH	2012	2013	PERCENT CHANGE
January	2,096,849 *	2,080,275	(0.8%)
February	2,024,654 *	1,979,276	(2.2%)
March	2,098,468 *	2,362,135	12.6%
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%
TOTAL (Rolling 12 months)	27,167,340	28,211,130	3.8%

Third Quarter 2013 Area Highlights

AREA	2012	2013	PERCENT CHANGE
I-15 at Primm/Jean	1,843,287 *****	2,123,047	15.2%
I-15 at Mesquite	1,068,251	1,110,361	3.9%
I-80 at Verdi	1,324,616	1,384,787	4.5%
I-80 at Wells	279,609	207,788 ***	(25.7%)
All other entry points	3,485,128 **	3,545,270 **	1.7%
TOTAL (State)	8,000,891	8,371,253	4.6%

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 totals for October 2011 and June 2012 do not contain any data. Effective 11/1/11 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 October 2011, 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.

****Due to equipment failure on Interstate 15 at Mesquite, the traffic total for November 2011 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	2012	PERCENT CHANGE
October	1,908,596	1,957,395	2.6%
November	1,205,109	1,256,078	4.2%
December	944,169	976,597	3.4%

MONTH	2012	2013	PERCENT CHANGE
January	886,215	901,298	1.7%
February	940,977	932,697	(0.9%)
March	1,432,120	1,692,104	18.2%
April	2,149,377	2,085,911	(3.0%)
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	3,083,097 *	(6.8%)
September	2,763,587	2,635,854	(4.6%)
TOTAL (Rolling 12 months)	24,530,712	24,930,485	1.6%

Third Quarter 2013 Area Highlights

AREA	2012	2013	PERCENT CHANGE
Nevada State Parks	1,294,340	1,146,278	(11.4%)
Great Basin Nat. Park	50,258	51,537	2.5%
Lake Mead Nat. Rec. Area	2,094,354	2,171,273	3.7%
Hoover Dam Visitor Center	211,861	212,450	0.3%
Grand Canyon Nat. Park	1,720,756	1,833,831	6.6%
Zion Nat. Park	1,117,876	1,069,256	(4.3%)
Bryce Canyon Nat. Park	840,585	802,456	(4.5%)
Death Valley Nat. Park	332,029	275,570	(17.0%)
Yosemite Nat. Park	1,828,368	1,683,167 *	(7.9%)
TOTAL (All Parks)	9,490,427	9,245,818	(2.6%)

*Visitation impacted by the Rim Fire.

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
775-588-4591 • Fax: 775-588-4598
tahoe.tahoechamber.org

TONOPAH CONVENTION CENTER

301 Brougner Ave., P.O. Box 408
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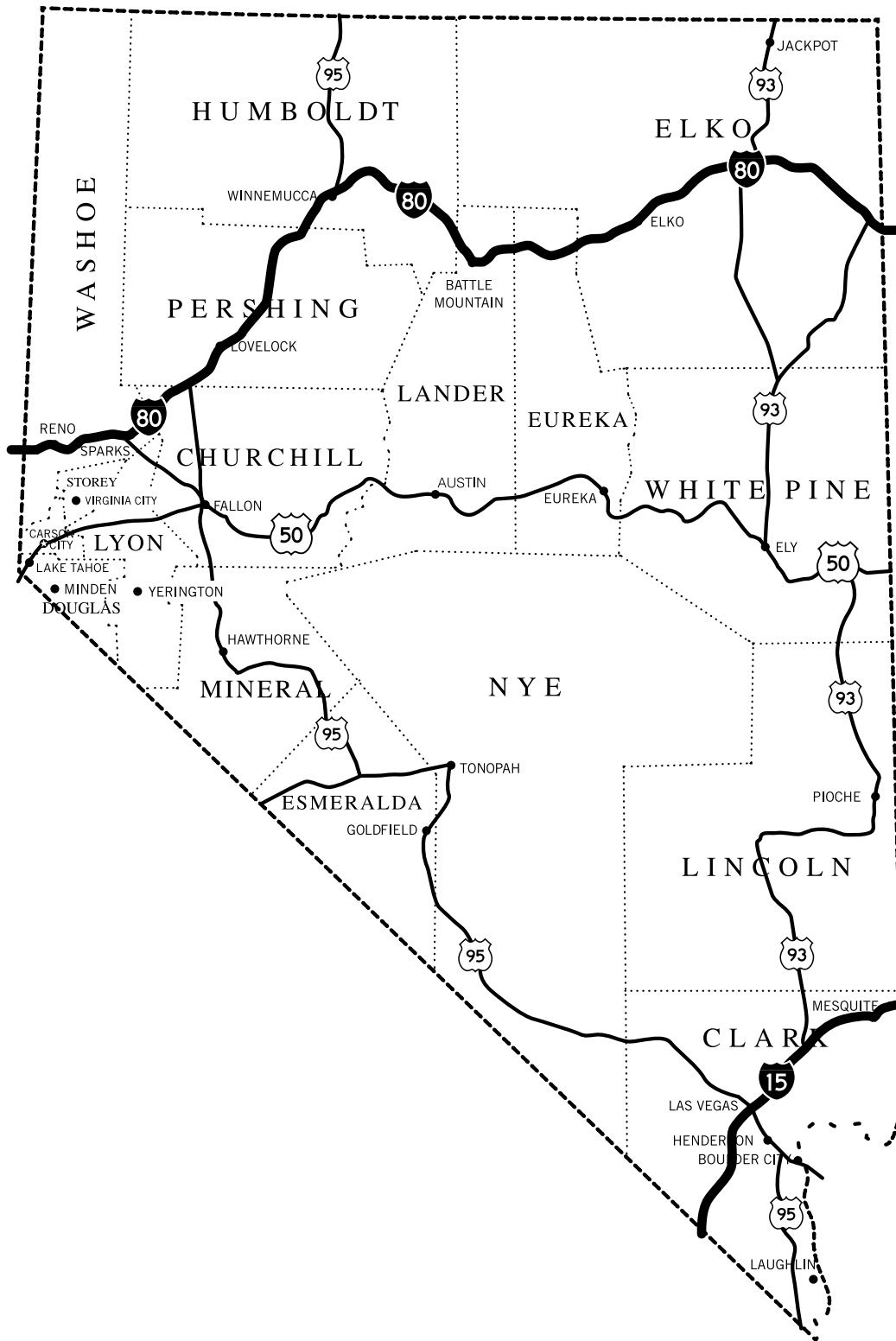
WENDOVER AREA CHAMBER OF COMMERCE & TOURISM

735 Wendover Blvd., P.O. Box 2468
Wendover, NV 89883
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Nevada State Map



Third Quarter
2013 VOLUME XXI