

## Tourism Means More Talking Points

- **Travel and tourism continues to be Nevada's leading industry:**
  - Las Vegas experienced record breaking attendance for the this year in a row with 42.9 million visitors in CY16
  - Travel is a \$65.8 billion industry in Nevada.
  - Nevada's travel industry generated \$3.3 billion in state and local tax revenue in 2016, representing more than one-fourth of all state and local tax revenues in Nevada
  - Nevada's travel industry supported 492,300 Nevada jobs in 2016, a 1 percent increase over 2015 accounting for approximately 29 percent of the state's workforce.
  
- **The state has realized increased traveler visits year-over-year through:**
  - Rural marketing grant programs totaling \$1.4 million
  - Aggressive marketing and public relations campaigns
  - Comprehensive and interactive social media campaigns
  - 63 percent of people in-market are exposed to a TravelNevada advertisement, owned page/image, social media chatter or article/stories/blogs
    - Of that, 68 percent said they are extremely likely to visit Nevada overnight in the future
  
- **The travel and tourism industry continues to grow:**
  - Visitor numbers for state and nearby national parks is up 8.8 percent
  - TravelNevada's marketing support has helped increase airlift to northern Nevada by five flights in FY 2015/2016, and at least three additional planned flights for FY 2016/2017
  
- **All factors contribute to an enhanced quality of life for all Nevadans**
  - For every \$1 that TravelNevada spends on marketing and advertising, it generates \$75 in local and state tax revenue
  - The benefits are not limited to metropolitan areas – Elko saw a 22 percent room tax revenue increase from 2011 to 2013 and has remained at a steady increase of 9 percent over the last four years
  - TravelNevada is one of the only state entities to generate money for the General Fund each year without drawing any money off of it