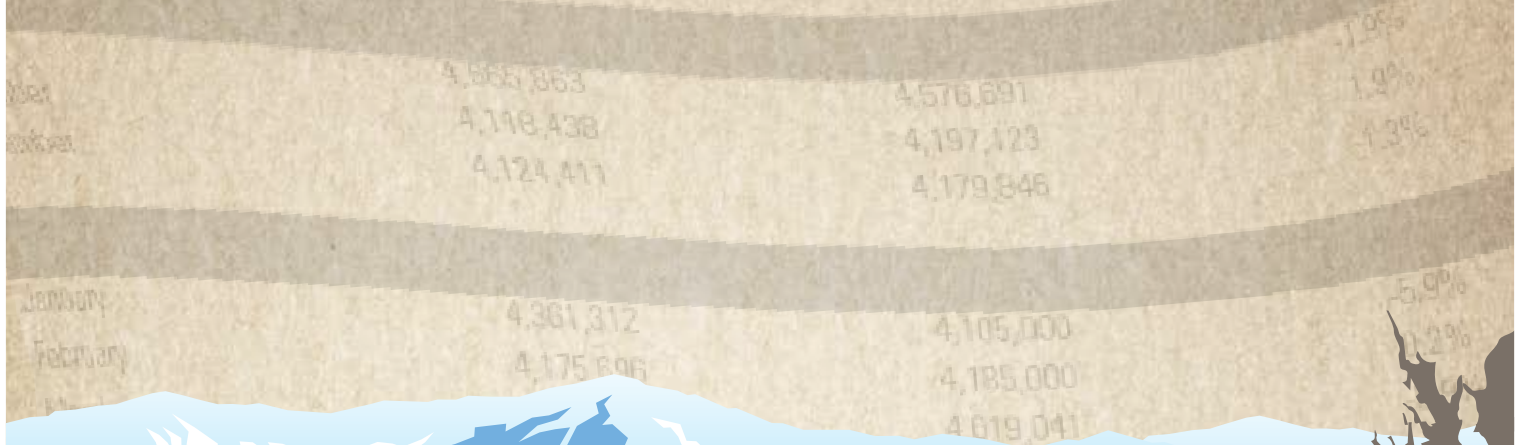


NEVADA

A WORLD WITHIN.
A STATE APART.

AGE OF VISITORS TO NEVADA



THIRD QUARTER * 2016 VOLUME XXIV

DISCOVER THE FACTS



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**Represents the commission April through September 2016.*

Director

Claudia Vecchio

A Quarterly Report Published by the Nevada Division of Tourism

Research and Analysis

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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
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%
July	1,798,254	2,014,175	12.0%
August	1,785,675	1,933,936	8.3%
September	1,912,063	2,161,499	13.0%
TOTAL (Rolling 12 months)	\$20,999,537	\$23,199,233	10.5%

Third Quarter 2016 Area Highlights

AREA	2015	2016	PERCENT CHANGE
Clark County	4,890,753	5,447,944	11.4%
Washoe County	373,772	414,932	11.0%
Douglas County*	84,878	95,506	12.5%
Elko County	52,481	58,691	11.8%
Carson City	20,057	20,869	4.0%
All other counties	74,051	71,669	(3.2%)
TOTAL (State)	\$5,495,992	\$6,109,610	11.2%

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.

VISITOR VOLUME

The number of visitors to Nevada.

MONTH	2014	2015	PERCENT CHANGE
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%
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%
TOTAL (Rolling 12 months)	54,416,861	56,117,520	3.1%

Third Quarter 2016 Area Highlights

AREA	2015	2016	PERCENT CHANGE
Clark County:			
Las Vegas	10,879,700	11,122,017	2.2%
Laughlin	505,057	512,479	1.5%
Mesquite	279,132	314,365	12.6%
Washoe County	1,367,256	1,413,640	3.4%
All other counties	1,505,667	1,457,667	(3.2%)
TOTAL (State)	14,536,812	14,820,168	1.9%

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
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%	1.4
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%	2.7
July	87.2%	89.4%	2.1
August	83.9%	84.5%	0.6
September	84.8%	87.2%	2.5
MONTHLY AVG (Rolling 12 months)	81.7%	82.7%	1.0

Third Quarter 2016 Area Highlights

AREA	2015	2016	NET CHANGE
Clark County:			
Las Vegas	89.8%	91.6%	1.8
Laughlin	65.3%	67.8%	2.5
Mesquite	68.7%	73.4%	4.7
Lake Tahoe*	76.7%	81.9%	5.2
Washoe County	74.3%	75.1%	0.7
All other counties	66.7%	67.8%	1.1
QUARTER AVG (State)	85.3%	87.0%	1.7

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
October	4,987,698	5,175,929	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	4,854,776	0.3%
May	5,093,579	4,899,285	(3.8%)
June	4,929,937	5,115,244	3.8%
July	5,214,485	5,356,574	2.7%
August	5,016,159	5,068,246	1.0%
September	4,916,585	5,071,412	3.1%
TOTAL (Rolling 12 months)	57,600,474	58,736,660	2.0%

Third Quarter 2016 Area Highlights

AREA	2015	2016	PERCENT CHANGE
Clark County:			
Las Vegas	12,322,511	12,582,831	2.1%
Laughlin	602,012	621,012	3.2%
Mesquite	107,776	114,486	6.2%
Lake Tahoe*	158,677	176,590	11.3%
Washoe County	1,171,094	1,190,723	1.7%
All other counties	785,158	810,590	3.2%
TOTAL (State)	15,147,228	15,496,232	2.3%

*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.

ROOM INVENTORY

The number of hotel/motel rooms in Nevada.

MONTH	2014	2015	PERCENT CHANGE
October	193,910	193,046	(0.4%)
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%
July	192,848	193,348	0.3%
August	192,799	193,398	0.3%
September	193,287	193,770	0.2%
END OF PERIOD	193,287	193,770	0.2%

Third Quarter 2016 Area Highlights

AREA	2015	2016	PERCENT CHANGE
Clark County:			
Las Vegas	149,086	149,273	0.1%
Laughlin	10,021	9,920	(1.0%)
Mesquite	1,706	1,695	(0.6%)
Lake Tahoe*	2,266	2,345	3.5%
Washoe County	17,421	17,541	0.7%
All other counties	12,788	12,996	1.6%
END OF PERIOD (State)	193,287	193,770	0.2%

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of September 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
October	913,642,222	887,510,784	(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%
July	923,035,887	1,015,014,675	10.0%
August	908,240,141	860,696,183	(5.2%)
September	916,466,665	948,961,678	3.5%
TOTAL (Rolling 12 months)	\$11,040,524,167	\$11,199,107,944	1.4%

Third Quarter 2016 Area Highlights

AREA	2015	2016	PERCENT CHANGE
Clark County:	\$2,344,076,040	\$2,400,319,974	2.4%
Strip	1,557,216,444	1,605,120,283	3.1%
Downtown	128,293,642	133,864,948	4.3%
Laughlin	110,374,057	109,367,186	(0.9%)
Mesquite	24,572,409	25,348,835	3.2%
County balance	523,619,488	526,618,720	0.6%
Washoe County	210,959,613	220,292,554	4.4%
Lake Tahoe*	63,445,854	73,632,474	16.1%
Elko County	66,112,326	68,061,452	2.9%
Carson Valley Area	26,441,580	26,265,919	(0.7%)
All other counties	36,707,280	36,100,165	(1.7%)
TOTAL (State)	\$2,747,742,693	\$2,824,672,536	2.8%

*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

2016 VOLUME XXIV

CONVENTION ATTENDANCE

The number of delegates attending conventions in Nevada.

MONTH	2014	2015	PERCENT CHANGE
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%
July	336,316	377,228	12.2%
August	598,132	573,681	(4.1%)
September	547,502	643,156	17.5%
TOTAL (Rolling 12 months)	5,910,330	6,874,758	16.3%

Third Quarter 2016 Area Highlights

AREA	2015	2016	PERCENT CHANGE
Clark County:			
Las Vegas	1,414,995	1,521,034	7.5%
Washoe County	43,801	42,405 *	(3.2%)
All other counties	23,154	30,626	32.3%
TOTAL (State)	1,481,950	1,594,065	7.6%

*ASTA 16 Global & Signature Equipo Vision took place in Q3 2016.

AIRPORT VOLUME

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

MONTH	2014	2015	PERCENT CHANGE
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%
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%
TOTAL (Rolling 12 months)	48,262,366	51,097,839	5.9%

Third Quarter 2016 Area Highlights

AREA	2015	2016	PERCENT CHANGE
McCarran Int. (Las Vegas)	11,850,207	12,319,837	4.0%
Reno/Tahoe Int.	985,070	1,032,400	4.8%
North Las Vegas	12,728	- *	(100.0%)
Laughlin/Bullhead Int.	43,864	45,924	4.7%
Elko Airport	3,806	7,472	96.3%
Henderson Exec. Airport	44,305	43,534	(1.7%)
TOTAL (State)	12,939,980	13,449,167	3.9%

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

*Status of aviation unclear.

Third Quarter

2016 VOLUME XXIV

VEHICLE TRAFFIC COUNTS

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

MONTH	2014	2015	PERCENT CHANGE
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%)
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%)
TOTAL (Rolling 12 months)	31,318,766	28,120,466	(10.2%)

Third Quarter 2016 Area Highlights

AREA	2015	2016	PERCENT CHANGE
I-15 at Primm/Jean	2,175,230	2,260,449	3.9%
I-15 at Mesquite	1,227,283	1,310,822	6.8%
I-80 at Verdi	1,560,501	- *	(100.0%)
I-80 at Wells	323,881	311,085 **	(4.0%)
All other entry points	3,871,316	4,068,994	5.1%
TOTAL (State)	9,158,211	7,951,350	(13.2%)

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

*NDOT no longer collects traffic totals on Interstate 80 at Verdi as of November 2015

**Incomplete data due to equipment failure on I-80 at Wells in July.

PARK USAGE

The number of people visiting state and nearby national parks.

MONTH	2014	2015	PERCENT CHANGE
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%
July	3,700,274	4,220,255	14.1%
August	3,647,337	3,613,335	(0.9%)
September	2,984,296	3,449,051	15.6%
TOTAL (Rolling 12 months)	28,455,988	30,650,227	7.7%

Third Quarter 2016 Area Highlights

AREA	2015	2016	PERCENT CHANGE
Nevada State Parks	1,283,038	1,345,897	4.9%
Great Basin Nat. Park	61,946	- *	(100.0%)
Lake Mead Nat. Rec. Area	2,297,318	2,185,479	(4.9%)
Hoover Dam Visitor Center	203,587	208,062	2.2%
Grand Canyon Nat. Park	2,049,226	2,181,439	6.5%
Zion Nat. Park	1,334,746	1,580,813	18.4%
Bryce Canyon Nat. Park	923,543	1,286,607	39.3%
Death Valley Nat. Park	324,800	370,351	14.0%
Yosemite Nat. Park	1,853,703	2,123,993	14.6%
TOTAL (All Parks)	10,331,907	11,282,641	9.2%

*Due to staffing shortages, stats are not available.

Third 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

50 W. Winnemucca Blvd., Winnemucca, NV 89445
775-623-5071 • 800-962-2638
Fax: 775-623-5087 • www.winnemucca.org

NEVADA STATE MAP

