

NEVADA

A WORLD WITHIN.
A STATE APART.

TOP VISITORS TO NEVADA

Month	2015	2016	% Change
July	4,865,853	4,576,691	-5.9%
August	4,198,438	4,197,123	-0.0%
September	4,124,411	4,179,846	+1.3%
October	4,381,312	4,105,000	-6.4%
November	4,175,606	4,185,000	+0.2%
December	4,619,041	4,619,041	0.0%



FOURTH QUARTER * 2016 VOLUME XXIV

DISCOVER THE FACTS

County	2015	2016	% Change
Clark County	786,136	319,630	-19.1%
Las Vegas	395,323	1,294,415	+5.1%
Laughlin	1,474,359	1,688,000	+0.4%
Desquite	1,783,000	13,387,491	+7.0%
Other counties	14,389,533		
(State)			

Governor

Brian Sandoval

Lt. Governor • Chair

Mark A. Hutchison

Nevada Commission on Tourism

Commissioners*

Cindy Carano, Vice Chair

Julia Arger

Richard Arnold

Jennifer Cunningham

Denice Miller

Bob Morse

Don Newman

Rossi Ralenkotter

Herb Santos, Jr.

Ryan Sheltra

Bob Stoldal

Mike Vaswani

John Wagnon

**Represents the commission as of December 31, 2016.*

Director

Claudia Vecchio

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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	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	2,024,080	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	1,570,197	7.6%
TOTAL (Rolling 12 months)	\$21,702,167	\$23,458,574	8.1%

Fourth Quarter 2016 Area Highlights

AREA	2015	2016	PERCENT CHANGE
Clark County	\$4,981,645	\$5,190,420	4.2%
Washoe County	251,625	269,741	7.2%
Douglas County*	62,383	70,421	12.9%
Elko County	37,245	38,341	2.9%
Carson City	12,386	15,664	26.5%
All other counties	39,805	62,778	57.7%
TOTAL (State)	\$5,385,089	\$5,647,366	4.9%

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	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	4,934,087	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%
TOTAL (Rolling 12 months)	55,006,048	56,320,196	2.4%

Fourth Quarter 2016 Area Highlights

AREA	2015	2016	PERCENT CHANGE
Clark County:			
Las Vegas	10,424,265	10,466,979	0.4%
Laughlin	427,416	424,477	(0.7%)
Mesquite	290,551	328,938	13.2%
Washoe County	1,133,836	1,143,035	0.8%
All other counties	1,217,333	1,337,333	9.9%
TOTAL (State)	13,493,401	13,700,762	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	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
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
MONTHLY AVG (Rolling 12 months)	82.2%	83.0%	0.8

Fourth Quarter 2016 Area Highlights

AREA	2015	2016	NET CHANGE
Clark County:			
Las Vegas	85.8%	85.8%	0.0
Laughlin	53.8%	54.7%	0.9
Mesquite	71.4%	68.4%	(3.0)
Lake Tahoe*	56.5%	54.7%	(1.8)
Washoe County	61.1%	60.9%	(0.2)
All other counties	52.5%	54.7%	2.2
QUARTER AVG (State)	79.2%	79.3%	0.1

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
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	5,356,256	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%
TOTAL (Rolling 12 months)	57,944,278	58,783,518	1.4%

Fourth Quarter 2016 Area Highlights

AREA	2015	2016	PERCENT CHANGE
Clark County:			
Las Vegas	11,770,531	11,786,173	0.1%
Laughlin	495,559	498,837	0.7%
Mesquite	112,184	119,794	6.8%
Lake Tahoe*	119,004	117,988	(0.9%)
Washoe County	967,717	962,905	(0.5%)
All other counties	627,344	654,320	4.3%
TOTAL (State)	14,092,339	14,140,017	0.3%

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Fourth Quarter

2016 VOLUME XXIV

ROOM INVENTORY

The number of hotel/motel rooms in Nevada.

MONTH	2015	2016	PERCENT CHANGE
January	193,355	193,197	(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%
October	193,046	193,506	0.2%
November	193,034	193,690	0.3%
December	193,981	193,908	(0.0%)
END OF PERIOD	193,981	193,908	(0.0%)

Fourth Quarter 2016 Area Highlights

AREA	2015	2016	PERCENT CHANGE
Clark County:			
Las Vegas	149,213	149,339	0.1%
Laughlin	10,021	9,920	(1.0%)
Mesquite	1,712	1,905	11.3%
Lake Tahoe*	2,325	2,344	0.8%
Washoe County	17,714	17,403	(1.8%)
All other counties	12,996	12,996	0.0%
END OF PERIOD (State)	193,981	193,908	(0.0%)

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of December 31, 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	2015	2016	PERCENT CHANGE
January	\$952,665,049	\$925,066,268	(2.9%)
February	916,087,062	989,909,589	8.1%
March	951,187,037	922,272,001	(3.0%)
April	897,974,104	876,070,889	(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%)
TOTAL (Rolling 12 months)	\$11,114,872,764	\$11,256,184,117	1.3%

Fourth Quarter 2016 Area Highlights

AREA	2015	2016	PERCENT CHANGE
Clark County:	\$2,449,239,223	\$2,495,788,954	1.9%
Strip	1,629,992,312	1,670,446,524	2.5%
Downtown	141,728,200	151,111,468	6.6%
Laughlin	108,445,874	109,434,449	0.9%
Mesquite	29,329,885	30,533,284	4.1%
County balance	539,742,953	534,263,230	(1.0%)
Washoe County	189,662,521	200,559,803	5.7%
Lake Tahoe*	50,356,983	48,878,120	(2.9%)
Elko County	64,603,345	64,790,020	0.3%
Carson Valley Area	24,364,442	25,134,527	3.2%
All other counties	36,602,371	37,571,665	2.6%
TOTAL (State)	\$2,814,828,886	\$2,872,723,090	2.1%

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Fourth Quarter

2016 VOLUME XXIV

CONVENTION ATTENDANCE

The number of delegates attending conventions in Nevada.

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%
October	648,289	533,171	(17.8%)
November	572,986	544,770	(4.9%)
December	250,203	260,987	4.3%
TOTAL (Rolling 12 months)	6,292,215	6,742,208	7.2%

Fourth Quarter 2016 Area Highlights

AREA	2015	2016	PERCENT CHANGE
Clark County:			
Las Vegas	1,399,210	1,274,991	(8.9%)
Washoe County	40,050	30,731	(23.3%)
All other counties	32,218	33,206	3.1%
TOTAL (State)	1,471,478	1,338,928	(9.0%)

AIRPORT VOLUME

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

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%
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%
TOTAL (Rolling 12 months)	49,238,557	51,460,616	4.5%

Fourth Quarter 2016 Area Highlights

AREA	2015	2016	PERCENT CHANGE
McCarran Int. (Las Vegas)	11,513,731	11,850,533	2.9%
Reno/Tahoe Int.	835,348	875,357	4.8%
North Las Vegas	7,007	- *	(100.0%)
Laughlin/Bullhead Int.	50,606	46,976	(7.2%)
Elko Airport	6,725	8,099	20.4%
Henderson Exec. Airport	32,812	28,368	(13.5%)
TOTAL (State)	12,446,229	12,809,333	2.9%

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.

Fourth Quarter

2016 VOLUME XXIV

VEHICLE TRAFFIC COUNTS

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

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%)
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%)
TOTAL (Rolling 12 months)	30,615,701	27,679,249	(9.6%)

Fourth Quarter 2016 Area Highlights

AREA	2015	2016	PERCENT CHANGE
I-15 at Primm/Jean	1,953,422	2,016,375	3.2%
I-15 at Mesquite	1,098,347	1,177,774	7.2%
I-80 at Verdi	370,562	- *	(100.0%)
I-80 at Wells	238,234	252,733	6.1%
All other entry points	2,844,379	2,616,845 **	(8.0%)
TOTAL (State)	6,504,944	6,063,727	(6.8%)

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 through December 2016 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 do not contain any data.

PARK USAGE

The number of people visiting state and nearby national parks.

MONTH	2015	2016	PERCENT CHANGE
January	1,166,404	1,125,300	(3.5%)
February	1,348,188	1,531,594	13.6%
March	2,040,525	2,489,831	22.0%
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%
TOTAL (Rolling 12 months)	28,423,598	31,584,519	11.1%

Fourth Quarter 2016 Area Highlights

AREA	2015	2016	PERCENT CHANGE
Nevada State Parks	469,025	521,329	11.2%
Great Basin Nat. Park	13,844	15,693	13.4%
Lake Mead Nat. Rec. Area	1,405,410	1,480,188	5.3%
Hoover Dam Visitor Center	169,226	178,133	5.3%
Grand Canyon Nat. Park	1,003,093	1,154,252	15.1%
Zion Nat. Park	598,379	775,145	29.5%
Bryce Canyon Nat. Park	291,541	343,129	17.7%
Death Valley Nat. Park	261,636	308,613	18.0%
Yosemite Nat. Park	692,303	894,753	29.2%
TOTAL (All Parks)	4,904,457	5,671,235	15.6%

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 West 6th St., Ely, NV 89301
775-289-3720 • 800-496-9350
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.mineralcountychamber.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

