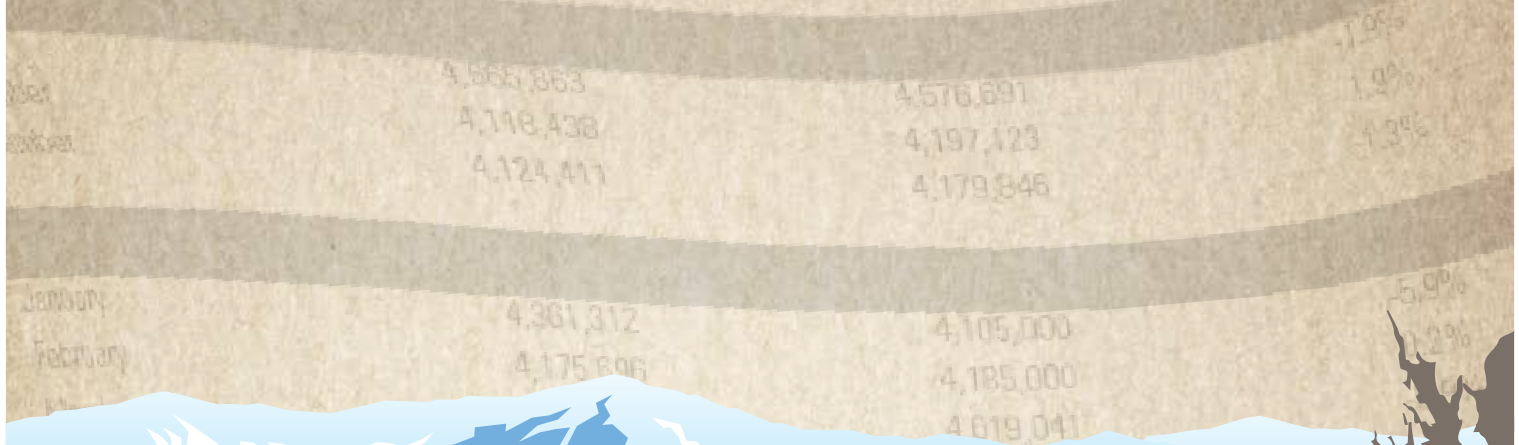


# NEVADA

A WORLD WITHIN.  
A STATE APART.

## AGE OF VISITORS TO NEVADA



## FIRST QUARTER \* 2015 VOLUME XXIII **DISCOVER THE FACTS**



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Brian Sandoval

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Claudia Vecchio

A Quarterly Report Published by the Nevada Division of Tourism

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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	2013	2014	PERCENT CHANGE
April	\$1,660,673	\$1,739,184	4.7%
May	1,666,030	1,912,782	14.8%
June	1,556,378	1,607,957	3.3%
July	1,516,466	1,623,779	7.1%
August	1,521,004	1,699,565	11.7%
September	1,530,232	1,642,800	7.4%
October	1,704,145	1,846,946	8.4%
November	1,424,781	1,531,700	7.5%
December	1,160,680	1,303,816	12.3%

MONTH	2014	2015	PERCENT CHANGE
January	1,659,124	1,882,794	13.5%
February	1,477,520	1,544,910	4.6%
March	2,025,167	1,873,518	(7.5%)
<b>TOTAL (Rolling 12 months)</b>	<b>\$18,902,199</b>	<b>\$20,209,750</b>	<b>6.9%</b>

## First Quarter 2015 Area Highlights

AREA	2014	2015	PERCENT CHANGE
Clark County	\$4,827,989	\$4,952,754	2.6%
Washoe County	181,598	208,845	15.0%
Douglas County*	51,675	41,564	(19.6%)
Elko County	36,201	37,136	2.6%
Carson City	11,297	10,888	(3.6%)
All other counties	53,052	50,034	(5.7%)
<b>TOTAL (State)</b>	<b>\$5,161,811</b>	<b>\$5,301,221</b>	<b>2.7%</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.

# VISITOR VOLUME

The number of visitors to Nevada.

MONTH	2013	2014	PERCENT CHANGE
April	4,439,486	4,549,456	2.5%
May	4,558,082	4,641,132	1.8%
June	4,684,024	4,688,504	0.1%
July	4,782,164	4,852,490	1.5%
August	4,619,120	4,731,477	2.4%
September	4,368,924	4,384,889	0.4%
October	4,415,870	4,577,714	3.7%
November	4,125,103	4,253,319	3.1%
December	3,854,626	4,073,182	5.7%

MONTH	2014	2015	PERCENT CHANGE
January	4,118,584	4,237,123	2.9%
February	3,922,928	3,980,836	1.5%
March	4,645,529	4,576,025	(1.5%)
<b>TOTAL (Rolling 12 months)</b>	<b>52,534,439</b>	<b>53,546,147</b>	<b>1.9%</b>

## First Quarter 2015 Area Highlights

AREA	2014	2015	PERCENT CHANGE
Clark County:			
Las Vegas	10,207,958	10,176,869	(0.3%)
Laughlin	502,555	474,321	(5.6%)
Mesquite	309,668	317,726	2.6%
Washoe County	983,193	1,049,735	6.8%
All other counties	683,667	775,333	13.4%
<b>TOTAL (State)</b>	<b>12,687,041</b>	<b>12,793,984</b>	<b>0.8%</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	2013	2014	NET CHANGE
April	81.7%	84.0%	2.3
May	81.4%	83.0%	1.6
June	83.6%	85.0%	1.4
July	83.7%	85.0%	1.3
August	81.1%	83.6%	2.5
September	80.8%	81.6%	0.8
October	81.3%	83.0%	1.7
November	75.7%	77.2%	1.5
December	67.8%	70.9%	3.1

MONTH	2014	2015	NET CHANGE
January	76.0%	76.0%	0.0
February	79.3%	79.9%	0.6
March	85.3%	83.1%	(2.2)
<b>MONTHLY AVG (Rolling 12 months)</b>	<b>79.8%</b>	<b>81.0%</b>	<b>1.2</b>

### First Quarter 2015 Area Highlights

AREA	2014	2015	NET CHANGE
Clark County:			
Las Vegas	87.0%	85.0%	(2.0)
Laughlin	60.2%	63.6%	3.4
Mesquite	78.2%	78.5%	0.3
Lake Tahoe*	57.9%	67.7%	9.8
Washoe County	54.7%	59.1%	4.4
All other counties	55.3%	57.9%	2.6
<b>QUARTER AVG (State)</b>	<b>80.2%</b>	<b>79.6%</b>	<b>(0.6)</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	2013	2014	PERCENT CHANGE
April	4,757,553	4,857,869	2.1%
May	4,895,682	4,975,098	1.6%
June	4,880,211	4,935,677	1.1%
July	5,039,217	5,088,080	1.0%
August	4,882,698	5,038,696	3.2%
September	4,714,379	4,737,773	0.5%
October	4,887,201	4,987,056	2.0%
November	4,419,996	4,489,752	1.6%
December	4,103,099	4,270,895	4.1%

MONTH	2014	2015	PERCENT CHANGE
January	4,584,476	4,556,155	(0.6%)
February	4,328,317	4,321,383	(0.2%)
March	5,160,177	4,977,739	(3.5%)
<b>TOTAL (Rolling 12 months)</b>	<b>56,653,005</b>	<b>57,158,174</b>	<b>1.0%</b>

## First Quarter 2015 Area Highlights

AREA	2014	2015	PERCENT CHANGE
Clark County:			
Las Vegas	11,792,040	11,502,781	(2.5%)
Laughlin	560,173	561,836	0.3%
Mesquite	122,247	122,678	0.4%
Lake Tahoe*	122,582	107,759	(12.1%)
Washoe County	841,446	893,949	6.2%
All other counties	634,482	666,275	5.0%
<b>TOTAL (State)</b>	<b>14,072,970</b>	<b>13,855,278</b>	<b>(1.5%)</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	2013	2014	PERCENT CHANGE
April	194,177	192,841	(0.7%)
May	194,067	193,248	(0.4%)
June	194,677	193,523	(0.6%)
July	194,216	192,919	(0.7%)
August	194,164	194,469	0.2%
September	194,494	193,644	(0.4%)
October	193,968	193,712	(0.1%)
November	194,560	193,849	(0.4%)
December	195,077	194,312	(0.4%)

MONTH	2014	2015	PERCENT CHANGE
January	194,676	193,355	(0.7%)
February	194,870	193,233	(0.8%)
March	195,081	193,252	(0.9%)
<b>END OF PERIOD</b>	<b>195,081</b>	<b>193,252</b>	<b>(0.9%)</b>

## First Quarter 2015 Area Highlights

AREA	2014	2015	PERCENT CHANGE
Clark County:			
Las Vegas	150,593	150,255	(0.2%)
Laughlin	10,333	9,777	(5.4%)
Mesquite	1,736	1,736	0.0%
Lake Tahoe*	2,353	1,748 **	(25.7%)
Washoe County	17,308	16,949	(2.1%)
All other counties	12,757	12,788	0.2%
<b>END OF PERIOD (State)</b>	<b>195,081</b>	<b>193,252</b>	<b>(0.9%)</b>

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of March 31, 2015.

\*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.

\*\*Reflects the closure of the Horizon Casino Resort Hotel for renovations.

# GROSS GAMING REVENUE

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

MONTH	2013	2014	PERCENT CHANGE
April	\$854,287,265	\$851,977,864	(0.3%)
May	897,438,790	971,220,551	8.2%
June	793,058,748	906,851,820	14.3%
July	925,763,611	931,819,621	0.7%
August	955,231,128	920,291,644	(3.7%)
September	958,894,856	901,697,988	(6.0%)
October	954,319,752	913,643,062	(4.3%)
November	875,941,506	876,278,690	0.0%
December	1,034,017,069	950,692,053	(8.1%)

MONTH	2014	2015	PERCENT CHANGE
January	894,191,833	952,704,123	6.5%
February	926,086,899	916,086,085	(1.1%)
March	982,175,517	951,245,277	(3.1%)
<b>TOTAL (Rolling 12 months)</b>	<b>\$11,051,406,974</b>	<b>\$11,044,508,778</b>	<b>(0.1%)</b>

## First Quarter 2015 Area Highlights

AREA	2014	2015	PERCENT CHANGE
Clark County:	\$2,448,388,805	\$2,461,439,598	0.5%
Strip	1,616,278,862	1,615,189,404	(0.1%)
Downtown	137,424,923	135,471,550	(1.4%)
Laughlin	127,220,272	131,882,495	3.7%
Mesquite	31,351,479	32,319,471	3.1%
County balance	546,113,269	546,576,678	0.1%
Washoe County	172,084,894	184,592,118	7.3%
Lake Tahoe*	44,370,864	43,625,867	(1.7%)
Elko County	67,035,287	69,290,053	3.4%
Carson Valley Area	22,776,113	23,836,932	4.7%
All other counties	37,798,286	37,250,917	(1.4%)
<b>TOTAL (State)</b>	<b>\$2,802,454,249</b>	<b>\$2,820,035,485</b>	<b>0.6%</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

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# CONVENTION ATTENDANCE

The number of delegates attending conventions in Nevada.

MONTH	2013	2014	PERCENT CHANGE
April	525,982	509,275	(3.2%)
May	437,126	567,608	29.8%
June	411,128	522,562	27.1%
July	329,771	355,985	7.9%
August	463,032	438,655	(5.3%)
September	400,278	403,296	0.8%
October	544,227	499,216	(8.3%)
November	452,485	417,544	(7.7%)
December	159,343	147,307	(7.6%)

MONTH	2014	2015	PERCENT CHANGE
January	655,671	696,962	6.3%
February	529,536	565,645	6.8%
March	683,779	570,779	(16.5%)
<b>TOTAL (Rolling 12 months)</b>	<b>5,592,358</b>	<b>5,694,834</b>	<b>1.8%</b>

## First Quarter 2015 Area Highlights

AREA	2014	2015	PERCENT CHANGE
Clark County:			
Las Vegas	1,747,046	1,784,394	2.1%
Washoe County	69,611	21,670 *	(68.9%)
All other counties	31,075	27,322	(12.1%)
<b>TOTAL (State)</b>	<b>1,847,732</b>	<b>1,833,386</b>	<b>(0.8%)</b>

\*Men's USBC Open Championship did not occur in 2015.

Laughlin convention attendance figures are no longer available as of October 2014. Historical monthly totals through September 2014 do include Laughlin data.

## AIRPORT VOLUME

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

MONTH	2013	2014	PERCENT CHANGE
April	3,869,709	3,917,651	1.2%
May	4,098,145	4,105,194	0.2%
June	4,023,808	4,051,034	0.7%
July	4,037,993	4,106,507	1.7%
August	3,977,916	4,094,870	2.9%
September	3,797,979	3,892,069	2.5%
October	4,034,582	4,161,091	3.1%
November	3,573,680	3,643,714	2.0%
December	3,605,747	3,643,225	1.0%

MONTH	2014	2015	PERCENT CHANGE
January	3,566,532	3,589,186	0.6%
February	3,326,685	3,430,920	3.1%
March	4,104,970	4,180,532	1.8%
<b>TOTAL (Rolling 12 months)</b>	<b>46,017,746</b>	<b>46,815,993</b>	<b>1.7%</b>

### First Quarter 2015 Area Highlights

AREA	2014	2015	PERCENT CHANGE
McCarran Int. (Las Vegas)	10,139,145	10,336,098	1.9%
Reno/Tahoe Int.	747,388	758,811	1.5%
North Las Vegas	12,761	7,301	(42.8%)
Laughlin/Bullhead Int.	64,732	67,523	4.3%
Elko Airport	8,716	7,909	(9.3%)
Henderson Exec. Airport	25,445	22,996	(9.6%)
<b>TOTAL (State)</b>	<b>10,998,187</b>	<b>11,200,638</b>	<b>1.8%</b>

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

## First Quarter

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# VEHICLE TRAFFIC COUNTS

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

MONTH	2013	2014	PERCENT CHANGE
April	2,244,347	2,375,810	5.9%
May	2,341,960 *	2,531,961	8.1%
June	2,712,131	2,758,036	1.7%
July	3,069,624	3,101,355	1.0%
August	2,980,429	3,047,480	2.2%
September	2,321,200 *,**	2,459,962	6.0%
October	2,392,760	2,509,827	4.9%
November	2,160,967	2,326,184	7.6%
December	2,348,231	2,372,875	1.0%

MONTH	2014	2015	PERCENT CHANGE
January	2,148,978	2,296,827	6.9%
February	1,997,934	2,151,932	7.7%
March	2,229,429	2,400,807	7.7%
<b>TOTAL (Rolling 12 months)</b>	<b>28,947,990</b>	<b>30,333,056</b>	<b>4.8%</b>

## First Quarter 2015 Area Highlights

AREA	2014	2015	PERCENT CHANGE
I-15 at Primm/Jean	1,654,113	1,753,123	6.0%
I-15 at Mesquite	922,729	992,805	7.6%
I-80 at Verdi	1,024,470	1,123,324	9.6%
I-80 at Wells	179,261	197,778	10.3%
All other entry points	2,595,768	2,782,536	7.2%
<b>TOTAL (State)</b>	<b>6,376,341</b>	<b>6,849,566</b>	<b>7.4%</b>

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

\*Due to road construction/equipment failure at various other entry points, the respective traffic totals for 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.

## PARK USAGE

The number of people visiting state and nearby national parks.

MONTH	2013	2014	PERCENT CHANGE
April	2,086,110	2,004,182	(3.9%)
May	2,648,818	2,541,756	(4.0%)
June	3,245,968	3,070,635	(5.4%)
July	3,531,317	3,527,211	(0.1%)
August	3,062,058 *	3,568,958	16.6%
September	2,631,499	2,888,038	9.7%
October	1,401,190 **	2,200,424	57.0%
November	1,258,826	1,352,616	7.5%
December	1,004,435	1,383,352	37.7%

MONTH	2014	2015	PERCENT CHANGE
January	958,906	1,165,586	21.6%
February	1,009,006	1,348,188	33.6%
March	1,640,107	2,040,526	24.4%
<b>TOTAL (Rolling 12 months)</b>	<b>24,478,240</b>	<b>27,091,472</b>	<b>10.7%</b>

### First Quarter 2015 Area Highlights

AREA	2014	2015	PERCENT CHANGE
Nevada State Parks	451,949	451,033	(0.2%)
Great Basin Nat. Park	5,089	6,402	25.8%
Lake Mead Nat. Rec. Area	1,128,520	1,667,863	47.8%
Hoover Dam Visitor Center	161,034	150,865	(6.3%)
Grand Canyon Nat. Park	712,140	863,337	21.2%
Zion Nat. Park	377,311	481,150	27.5%
Bryce Canyon Nat. Park	159,413	181,409	13.8%
Death Valley Nat. Park	224,705	274,606	22.2%
Yosemite Nat. Park	387,858	477,635	23.1%
<b>TOTAL (All Parks)</b>	<b>3,608,019</b>	<b>4,554,300</b>	<b>26.2%</b>

\*Yosemite National Park visitation impacted by the Rim Fire.

\*\*Visitation impacted by the federal government shutdown during the first sixteen days of October 2013.

## First Quarter

2015 VOLUME XXIII

# 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

## TONOPAHO 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

