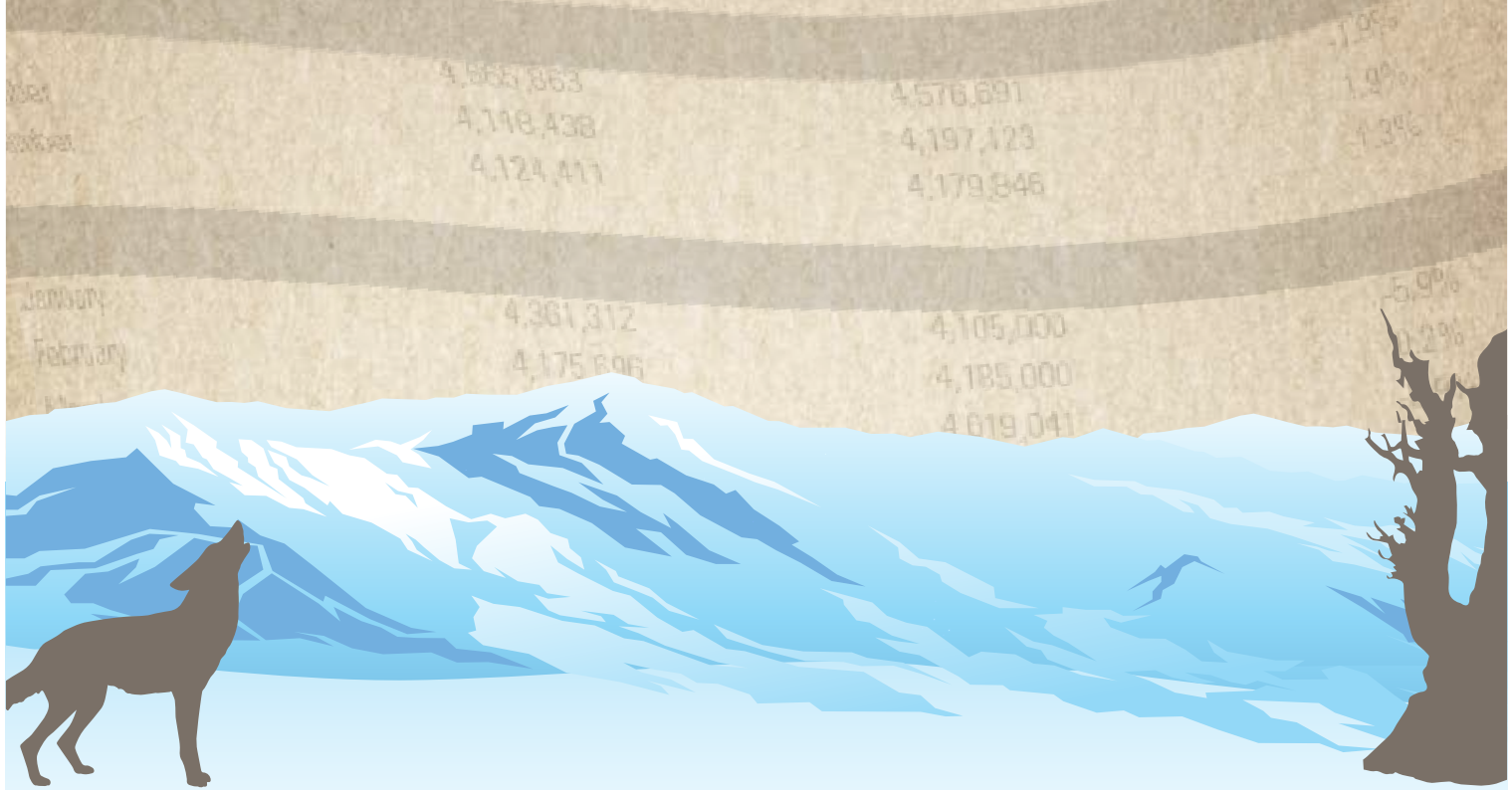


# NEVADA

A WORLD WITHIN.  
A STATE APART.

## AGE OF VISITORS TO NEVADA



FIRST QUARTER \* 2016 VOLUME XXIV **DISCOVER THE FACTS**



## **Governor**

Brian Sandoval

## **Lt. Governor • Chair**

Mark A. Hutchison

## **Nevada Commission on Tourism**

### **Commissioners\***

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Mike Vaswani

John Wagnon

*\*Represents the commission January through March 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
April	\$1,739,184	\$1,856,835	6.8%
May	1,912,782	2,083,224	8.9%
June	1,607,957	1,579,811	(1.8%)
July	1,623,779	1,798,254	10.7%
August	1,699,565	1,785,675	5.1%
September	1,642,800	1,918,924	16.8%
October	1,846,946	2,174,109	17.7%
November	1,531,700	1,762,683	15.1%
December	1,303,813	1,462,648	12.2%

MONTH	2015	2016	PERCENT CHANGE
January	1,882,794	2,087,230	10.9%
February	1,544,910	1,718,366	11.2%
March	1,873,514	1,981,152	5.7%
<b>TOTAL (Rolling 12 months)</b>	<b>\$20,209,744</b>	<b>\$22,208,910</b>	<b>9.9%</b>

## First Quarter 2016 Area Highlights

AREA	2015	2016	PERCENT CHANGE
Clark County	\$4,952,754	\$5,369,055	8.4%
Washoe County	208,845	248,546	19.0%
Douglas County*	41,564	70,064	68.6%
Elko County	37,136	36,405	(2.0%)
Carson City	10,888	10,615	(2.5%)
All other counties	50,030	52,062	4.1%
<b>TOTAL (State)</b>	<b>\$5,301,218</b>	<b>\$5,786,748</b>	<b>9.2%</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	2014	2015	PERCENT CHANGE
April	4,549,456	4,630,665	1.8%
May	4,641,132	4,785,884	3.1%
June	4,688,504	4,765,302	1.6%
July	4,852,490	5,102,989	5.2%
August	4,731,477	4,802,868	1.5%
September	4,384,889	4,630,955	5.6%
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%
<b>TOTAL (Rolling 12 months)</b>	<b>53,546,147</b>	<b>55,624,134</b>	<b>3.9%</b>

## First Quarter 2016 Area Highlights

AREA	2015	2016	PERCENT CHANGE
Clark County:			
Las Vegas	10,176,869	10,530,263	3.5%
Laughlin	474,321	473,633	(0.1%)
Mesquite	317,726	349,118	9.9%
Washoe County	1,049,735	1,085,057	3.4%
All other counties	775,333	974,000	25.6%
<b>TOTAL (State)</b>	<b>12,793,984</b>	<b>13,412,071</b>	<b>4.8%</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	2014	2015	NET CHANGE
April	84.0%	83.1%	(0.9)
May	83.0%	85.4%	2.4
June	85.0%	85.3%	0.3
July	85.1%	87.2%	2.1
August	83.6%	84.0%	0.4
September	81.5%	84.8%	3.3
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%	76.8%	0.8
February	79.7%	80.7%	1.0
March	83.1%	85.1%	2.0
<b>MONTHLY AVG (Rolling 12 months)</b>	<b>81.0%</b>	<b>82.5%</b>	<b>1.5</b>

### First Quarter 2016 Area Highlights

AREA	2015	2016	NET CHANGE
Clark County:			
Las Vegas	85.0%	87.5%	2.5
Laughlin	63.6%	62.3%	(1.3)
Mesquite	78.5%	81.6%	3.1
Lake Tahoe*	67.7%	63.4%	(4.3)
Washoe County	59.1%	60.0%	0.9
All other counties	56.7%	49.9%	(6.8)
<b>QUARTER AVG (State)</b>	<b>79.6%</b>	<b>80.9%</b>	<b>1.3</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	2014	2015	PERCENT CHANGE
April	4,857,869	4,839,493	(0.4%)
May	4,975,098	5,093,579	2.4%
June	4,935,677	4,929,882	(0.1%)
July	5,088,080	5,214,441	2.5%
August	5,039,090	5,016,092	(0.5%)
September	4,737,950	4,916,508	3.8%
October	4,987,698	5,175,904	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	4,600,591	1.0%
February	4,310,413	4,526,346	5.0%
March	4,977,935	5,106,182	2.6%
<b>TOTAL (Rolling 12 months)</b>	<b>57,224,001</b>	<b>58,335,443</b>	<b>1.9%</b>

## First Quarter 2016 Area Highlights

AREA	2015	2016	PERCENT CHANGE
Clark County:			
Las Vegas	11,502,781	11,882,290	3.3%
Laughlin	561,836	568,064	1.1%
Mesquite	122,678	127,144	3.6%
Lake Tahoe*	107,759	135,078	25.4%
Washoe County	893,949	930,329	4.1%
All other counties	652,698	590,214	(9.6%)
<b>TOTAL (State)</b>	<b>13,841,701</b>	<b>14,233,119</b>	<b>2.8%</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	2014	2015	PERCENT CHANGE
January	192,841	194,052	0.6%
February	193,248	192,348	(0.5%)
March	193,523	192,754	(0.4%)
April	192,919	192,791	(0.1%)
May	194,484	192,742	(0.9%)
June	193,774	193,230	(0.3%)
July	193,910	192,989	(0.5%)
August	193,906	193,034	(0.4%)
September	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%
<b>END OF PERIOD</b>	<b>193,252</b>	<b>193,529</b>	<b>0.1%</b>

## First Quarter 2016 Area Highlights

AREA	2015	2016	PERCENT CHANGE
Clark County:			
Las Vegas	150,255	149,262	(0.7%)
Laughlin	9,777	10,020	2.5%
Mesquite	1,736	1,712	(1.4%)
Lake Tahoe*	1,748	2,341	33.9%
Washoe County	16,949	17,198	1.5%
All other counties	12,788	12,996	1.6%
<b>END OF PERIOD (State)</b>	<b>193,252</b>	<b>193,529</b>	<b>0.1%</b>

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of March 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	2014	2015	PERCENT CHANGE
April	\$851,977,864	\$897,925,088	5.4%
May	971,220,551	1,003,548,229	3.3%
June	906,851,820	830,940,223	(8.4%)
July	931,875,047	922,886,804	(1.0%)
August	921,016,032	908,240,073	(1.4%)
September	902,607,140	916,350,473	1.5%
October	913,642,222	887,577,506	(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%)
<b>TOTAL (Rolling 12 months)</b>	<b>\$11,045,967,911</b>	<b>\$11,131,201,890</b>	<b>0.8%</b>

## First Quarter 2016 Area Highlights

AREA	2015	2016	PERCENT CHANGE
Clark County:	\$2,461,397,873	\$2,470,529,179	0.4%
Strip	1,615,060,814	1,589,351,134	(1.6%)
Downtown	135,447,352	143,981,728	6.3%
Laughlin	131,992,246	134,177,093	1.7%
Mesquite	32,319,471	32,857,184	1.7%
County balance	546,577,990	570,162,042	4.3%
Washoe County	184,480,882	188,495,053	2.2%
Lake Tahoe*	43,618,807	48,745,975	11.8%
Elko County	69,351,418	68,300,771	(1.5%)
Carson Valley Area	23,781,194	24,047,340	1.1%
All other counties	37,308,974	37,288,600	(0.1%)
<b>TOTAL (State)</b>	<b>\$2,819,939,148</b>	<b>\$2,837,406,920</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

2016 VOLUME XXIV



# CONVENTION ATTENDANCE

The number of delegates attending conventions in Nevada.

MONTH	2014	2015	PERCENT CHANGE
April	509,275	568,141	11.6%
May	567,608	511,432	(9.9%)
June	522,562	425,828	(18.5%)
July	355,985	336,316	(5.5%)
August	438,655	598,132	36.4%
September	403,296	547,502	35.8%
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%
<b>TOTAL (Rolling 12 months)</b>	<b>5,720,360</b>	<b>6,594,687</b>	<b>15.3%</b>

## First Quarter 2016 Area Highlights

AREA	2015	2016	PERCENT CHANGE
Clark County:			
Las Vegas	1,784,394	2,044,229	14.6%
Washoe County	21,670	49,494 *	128.4%
All other counties	27,322	42,135	54.2%
<b>TOTAL (State)</b>	<b>1,833,386</b>	<b>2,135,858</b>	<b>16.5%</b>

\*Men's USBC Open Championship took place in 2016.

# AIRPORT VOLUME

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

MONTH	2014	2015	PERCENT CHANGE
April	3,917,651	4,079,084	4.1%
May	4,105,194	4,307,053	4.9%
June	4,051,034	4,265,573	5.3%
July	4,106,507	4,448,631	8.3%
August	4,094,870	4,380,048	7.0%
September	3,892,069	4,111,301	5.6%
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%
<b>TOTAL (Rolling 12 months)</b>	<b>46,838,001</b>	<b>50,046,806</b>	<b>6.9%</b>

## First Quarter 2016 Area Highlights

AREA	2015	2016	PERCENT CHANGE
McCarran Int. (Las Vegas)	10,336,098	11,069,877	7.1%
Reno/Tahoe Int.	758,811	841,649	10.9%
North Las Vegas	7,301	3,131	(57.1%)
Laughlin/Bullhead Int.	67,523	63,687	(5.7%)
Elko Airport	7,909	6,301	(20.3%)
Henderson Exec. Airport	22,996	23,915	4.0%
<b>TOTAL (State)</b>	<b>11,200,638</b>	<b>12,008,560</b>	<b>7.2%</b>

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

## First 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
April	2,375,810	2,488,053	4.7%
May	2,531,961	2,681,778	5.9%
June	2,758,036	2,933,149	6.3%
July	3,101,355	3,321,812	7.1%
August	3,047,480	3,092,279	1.5%
September	2,459,962	2,744,120	11.6%
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%
<b>TOTAL (Rolling 12 months)</b>	<b>30,332,179</b>	<b>30,553,760</b>	<b>0.7%</b>

## First Quarter 2016 Area Highlights

AREA	2015	2016	PERCENT CHANGE
I-15 at Primm/Jean	1,753,123	1,844,009	5.2%
I-15 at Mesquite	992,805	1,053,493	6.1%
I-80 at Verdi	1,123,324	781,677 *	(30.4%)
I-80 at Wells	197,778	202,869	2.6%
All other entry points	2,782,536	2,905,577	4.4%
<b>TOTAL (State)</b>	<b>6,849,566</b>	<b>6,787,625</b>	<b>(0.9%)</b>

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 2015 and January 2016 do not contain any data.

## PARK USAGE

The number of people visiting state and nearby national parks.

MONTH	2014	2015	PERCENT CHANGE
April	2,004,182	2,380,483	18.8%
May	2,541,756	2,844,764	11.9%
June	3,052,582	3,406,870	11.6%
July	3,527,211	3,700,274	4.9%
August	3,568,958	3,647,337	2.2%
September	2,888,038	2,980,887	3.2%
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%
<b>TOTAL (Rolling 12 months)</b>	<b>27,074,691</b>	<b>28,971,893</b>	<b>7.0%</b>

### First Quarter 2016 Area Highlights

AREA	2015	2016	PERCENT CHANGE
Nevada State Parks	451,852	557,687	23.4%
Great Basin Nat. Park	6,402	3,030 *	(52.7%)
Lake Mead Nat. Rec. Area	1,667,863	1,658,594	(0.6%)
Hoover Dam Visitor Center	150,865	167,180	10.8%
Grand Canyon Nat. Park	863,336	922,616	6.9%
Zion Nat. Park	481,150	555,021	15.4%
Bryce Canyon Nat. Park	181,409	195,346	7.7%
Death Valley Nat. Park	274,605	392,256	42.8%
Yosemite Nat. Park	477,635	655,091	37.2%
<b>TOTAL (All Parks)</b>	<b>4,555,117</b>	<b>5,106,821</b>	<b>12.1%</b>

\*Does not include March data as it was not available.

## First 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

## 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

