

# Rural Nevada Travel Economic Impacts

## Calendar Years 2015 - 2011



Question	2015	2014	2013	2012	2011
1. What is the total overall travel spending in Rural Nevada?	\$2.3B	\$2.4B	\$2.4B	\$2.4B	\$2.3B
2. What is the number of jobs attributed to the travel industry in Rural Nevada?	27,870	27,500	27,519	27,123	27,570
3. What percentage is this compared to all state travel employment?	6%	6%	6%	6%	6%
4. What is the amount of earnings attributable to the travel industry in Rural Nevada?	\$936M	\$922M	\$898M	\$867M	\$870M
5. What is the direct gross domestic product (GDP) of the Rural Nevada travel industry?	\$844M	\$831M	\$810M	\$782M	\$785M
6. What is the direct visitor spending by commodity purchased in Rural Nevada? (In Millions)					
Gaming	\$596	\$619	\$632	\$642	\$656
Lodging	\$213	\$214	\$215	\$208	\$199
Food and Beverages	\$192	\$188	\$190	\$188	\$178
Ground Transportation and Motor Fuel	\$131	\$170	\$170	\$175	\$170
Entertainment	\$50	\$52	\$50	\$50	\$50
Retail Sales	\$71	\$72	\$74	\$76	\$74
Outdoor Recreation	\$22	\$22	\$22	\$22	\$22
Other Recreation	\$18	\$19	\$19	\$20	\$19
Food Stores	\$17	\$16	\$16	\$16	\$16
Air Transportation (visitor only)	\$4	\$4	\$4	\$2	\$2
<b>Total Direct Visitor Spending in Rural Nevada</b>	<b>\$1,312</b>	<b>\$1,376</b>	<b>\$1,394</b>	<b>\$1,398</b>	<b>\$1,386</b>

Rural Nevada is all counties in Nevada excluding Clark and Washoe.