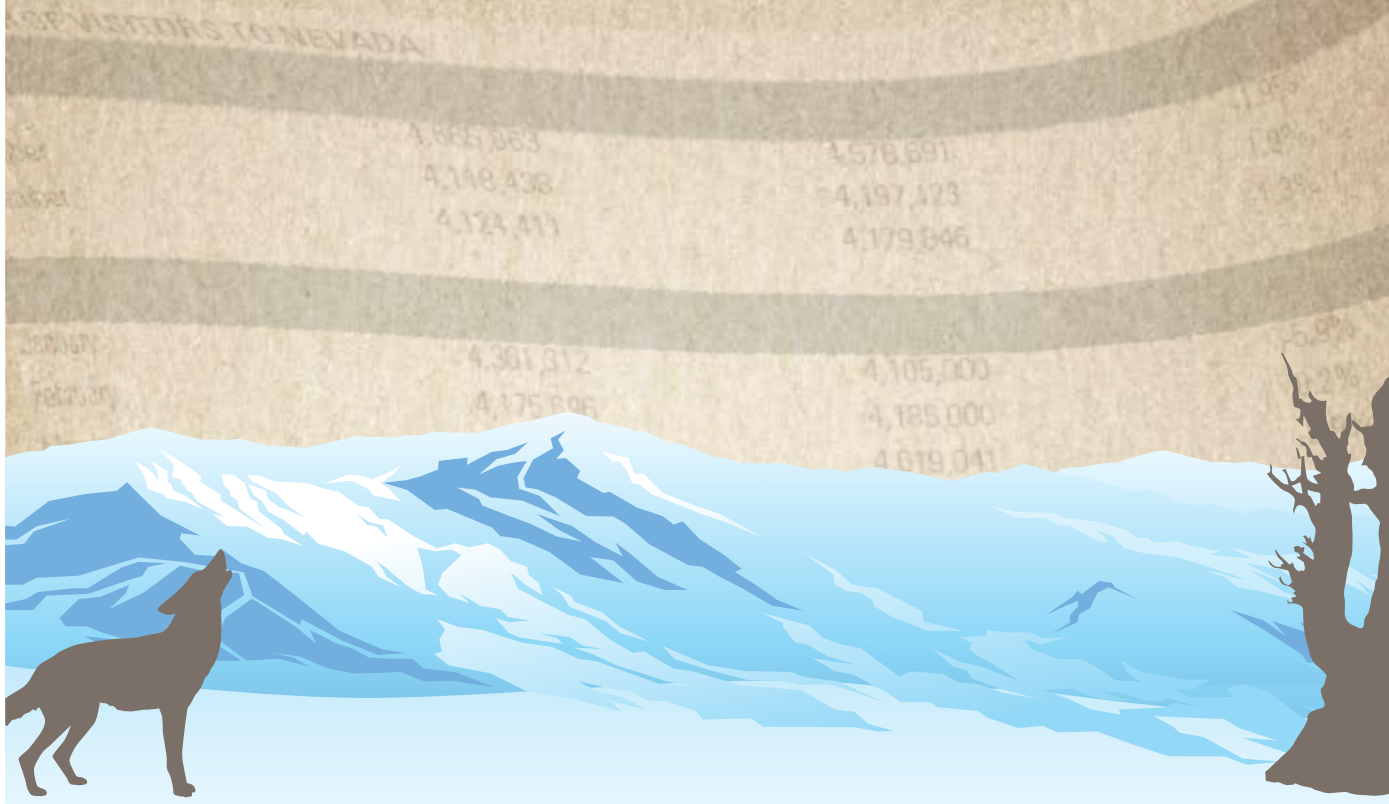


NEVADA

A WORLD WITHIN.
A STATE APART.



THIRD QUARTER * 2017 VOLUME XXV

DISCOVER THE FACTS



Governor

Brian Sandoval

Lt. Governor • Chair

Mark A. Hutchison

Nevada Commission on Tourism

Commissioners*

Cindy Carano, Vice Chair

Julia Arger

Richard Arnold

Bob Cashell

Phil DeLone

Brian Krolicki

Denice Miller

Bob Morse

Don Newman

Rossi Ralenkotter

Herb Santos, Jr.

Bob Stoldal

Mike Vaswani

**Represents the commission as of September 30, 2017.*

Interim Director

David Peterson

[A Quarterly Report Published by the Nevada Division of Tourism](#)

Research and Analysis

Kyle Shulz

Contact

401 North Carson Street

Carson City, NV 89701

(p) 775.687.4322

(p) 800.237.0774

(f) 775.687.6779

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
October	\$2,168,165	\$2,230,199	2.9%
November	1,757,895	1,846,970	5.1%
December	1,459,029	1,570,239	7.6%

MONTH	2016	2017	PERCENT CHANGE
January	2,083,944	2,204,500	5.8%
February	1,713,562	1,695,164	(1.1%)
March	1,975,897	2,401,257	21.5%
April	2,021,460	2,112,894	4.5%
May	1,954,631	2,069,839	5.9%
June	1,955,041	1,998,646	2.2%
July	2,024,080	2,188,672	8.1%
August	1,919,808	2,013,408	4.9%
September	2,162,786	2,212,541	2.3%
TOTAL (Rolling 12 months)	\$23,196,297	\$24,544,330	5.8%

Third Quarter 2017 Area Highlights

AREA	2016	2017	PERCENT CHANGE
Clark County	\$5,447,944	\$5,642,708	3.6%
Washoe County	414,932	476,100	14.7%
Douglas County*	89,452	110,197	23.2%
Elko County	58,691	63,663	8.5%
Carson City	23,921	30,092	25.8%
All other counties	71,734 **	91,861	28.1%
TOTAL (State)	\$6,106,674	\$6,414,621	5.0%

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.

**Due to prior overpayment of the monthly 3/8 of 1% amounts, Humboldt County remissions total zero for the quarter while the credit balance with the State is drawn down.

VISITOR VOLUME

The number of visitors to Nevada.

MONTH	2015	2016	PERCENT CHANGE
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%

MONTH	2016	2017	PERCENT CHANGE
January	4,382,832	4,462,890	1.8%
February	4,228,664	4,059,916	(4.0%)
March	4,800,575	4,935,055	2.8%
April	4,703,114	4,759,050	1.2%
May	4,749,994	4,842,568	1.9%
June	4,934,087	4,893,588	(0.8%)
July	5,227,729	5,240,666	0.2%
August	4,806,566	4,872,574	1.4%
September	4,785,873	4,763,025	(0.5%)
TOTAL (Rolling 12 months)	56,112,835	56,530,094	0.7%

Third Quarter 2017 Area Highlights

AREA	2016	2017	PERCENT CHANGE
Clark County:			
Las Vegas	11,122,017	10,918,375	(1.8%)
Laughlin	512,479	515,410	0.6%
Mesquite	314,365	343,748	9.3%
Washoe County	1,413,640	1,518,066	7.4%
All other counties	1,457,667	1,580,667	8.4%
TOTAL (State)	14,820,168	14,876,266	0.4%

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
October	86.5%	85.6%	(0.9)
November	78.8%	79.3%	0.5
December	72.4%	73.1%	0.7

MONTH	2016	2017	NET CHANGE
January	77.1%	77.8%	0.7
February	81.0%	79.5%	(1.5)
March	85.3%	87.0%	1.7
April	83.7%	84.4%	0.7
May	81.7%	82.6%	0.9
June	88.0%	87.4%	(0.6)
July	89.3%	90.3%	1.0
August	84.5%	84.8%	0.3
September	87.2%	86.1%	(1.1)
MONTHLY AVG (Rolling 12 months)	83.0%	83.2%	0.2

Third Quarter 2017 Area Highlights

AREA	2016	2017	NET CHANGE
Clark County:			
Las Vegas	91.6%	90.4%	(1.2)
Laughlin	67.8%	69.0%	1.2
Mesquite	73.4%	76.6%	3.2
Lake Tahoe*	81.9%	84.4%	2.5
Washoe County	75.0%	79.1%	4.1
All other counties	67.7%	75.0%	7.3
QUARTER AVG (State)	87.0%	87.1%	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
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%

MONTH	2016	2017	PERCENT CHANGE
January	4,617,181	4,664,114	1.0%
February	4,544,218	4,311,456	(5.1%)
March	5,117,365	5,225,611	2.1%
April	4,854,776	4,904,342	1.0%
May	4,899,351	4,961,177	1.3%
June	5,115,244	5,067,329	(0.9%)
July	5,356,404	5,397,189	0.8%
August	5,068,690	5,071,102	0.0%
September	5,071,211	4,994,208	(1.5%)
TOTAL (Rolling 12 months)	58,736,781	58,736,545	(0.0%)

Third Quarter 2017 Area Highlights

AREA	2016	2017	PERCENT CHANGE
Clark County:			
Las Vegas	12,582,831	12,356,350	(1.8%)
Laughlin	621,012	629,202	1.3%
Mesquite	114,486	134,282	17.3%
Lake Tahoe*	176,590	182,267	3.2%
Washoe County	1,191,603	1,264,250	6.1%
All other counties	809,784	896,148	10.7%
TOTAL (State)	15,496,306	15,462,499	(0.2%)

*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	2015	2016	PERCENT CHANGE
October	193,046	193,506	0.2%
November	193,034	193,690	0.3%
December	193,981	193,908	(0.0%)

MONTH	2016	2017	PERCENT CHANGE
January	193,197	193,477	0.1%
February	193,335	193,659	0.2%
March	193,586	193,775	0.1%
April	193,348	193,680	0.2%
May	193,328	193,664	0.2%
June	193,860	193,242	(0.3%)
July	193,392	192,851	(0.3%)
August	193,404	192,928	(0.2%)
September	193,827	193,341	(0.3%)
END OF PERIOD	193,827	193,341	(0.3%)

Third Quarter 2017 Area Highlights

AREA	2016	2017	PERCENT CHANGE
Clark County:			
Las Vegas	149,273	148,532	(0.5%)
Laughlin	9,920	9,914	(0.1%)
Mesquite	1,695	1,905	12.4%
Lake Tahoe*	2,345	2,346	0.0%
Washoe County	17,598	17,648	0.3%
All other counties	12,996	12,996	0.0%
END OF PERIOD (State)	193,827	193,341	(0.3%)

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of September 30, 2017.

*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
October	\$887,510,784	\$986,075,384	11.1%
November	944,346,452	930,424,599	(1.5%)
December	982,971,650	956,095,365	(2.7%)

MONTH	2016	2017	PERCENT CHANGE
January	925,066,268	1,036,265,399	12.0%
February	989,909,589	945,597,571	(4.5%)
March	922,329,185	991,023,123	7.4%
April	876,135,201	886,528,810	1.2%
May	957,937,998	991,604,783	3.5%
June	887,464,754	895,427,383	0.9%
July	1,015,558,544	997,972,643	(1.7%)
August	861,137,240	989,510,650	14.9%
September	948,991,121	979,859,876	3.3%
TOTAL (Rolling 12 months)	\$11,199,358,786	\$11,586,385,586	3.5%

Third Quarter 2017 Area Highlights

AREA	2016	2017	PERCENT CHANGE
Clark County:	\$2,401,356,055	\$2,521,871,852	5.0%
Strip	1,605,115,691	1,679,033,835	4.6%
Downtown	133,864,950	142,887,233	6.7%
Laughlin	110,515,048	116,605,249	5.5%
Mesquite	25,348,835	27,512,835	8.5%
County balance	526,511,530	555,832,701	5.6%
Washoe County	220,292,554	235,155,778	6.7%
Lake Tahoe*	73,612,695	70,514,152	(4.2%)
Elko County	68,061,452	72,677,216	6.8%
Carson Valley Area	26,265,919	28,141,761	7.1%
All other counties	36,098,231	38,982,409	8.0%
TOTAL (State)	\$2,825,686,905	\$2,967,343,169	5.0%

*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

2017 VOLUME XXV

CONVENTION ATTENDANCE

The number of delegates attending conventions in Nevada.

MONTH	2015	2016	PERCENT CHANGE
October	648,289	533,171	(17.8%)
November	572,986	544,770	(4.9%)
December	250,203	260,987	4.3%

MONTH	2016	2017	PERCENT CHANGE
January	798,190	754,281	(5.5%)
February	631,041	643,748	2.0%
March	706,627	779,669	10.3%
April	663,823	543,643	(18.1%)
May	502,614	548,775	9.2%
June	506,920	510,093	0.6%
July	377,228	532,108	41.1%
August	573,681	575,634	0.3%
September	643,156	479,006	(25.5%)
TOTAL (Rolling 12 months)	6,874,758	6,705,885	(2.5%)

Third Quarter 2017 Area Highlights

AREA	2016	2017	PERCENT CHANGE
Clark County:			
Las Vegas	1,521,034	1,518,939	(0.1%)
Washoe County	42,405	43,611	2.8%
All other counties	30,626	24,198	(21.0%)
TOTAL (State)	1,594,065	1,586,748	(0.5%)

AIRPORT VOLUME

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

MONTH	2015	2016	PERCENT CHANGE
October	4,441,399	4,619,133	4.0%
November	4,028,278	4,167,501	3.5%
December	3,976,552	4,022,086	1.1%

MONTH	2016	2017	PERCENT CHANGE
January	3,843,144	3,987,893	3.8%
February	3,745,373	3,747,952	0.1%
March	4,420,043	4,595,744	4.0%
April	4,220,079	4,400,285	4.3%
May	4,471,129	4,561,296	2.0%
June	4,502,348	4,590,478	2.0%
July	4,557,434	4,759,389	4.4%
August	4,477,838	4,672,230	4.3%
September	4,413,895	4,452,317	0.9%
TOTAL (Rolling 12 months)	51,097,512	52,576,304	2.9%

Third Quarter 2017 Area Highlights

AREA	2016	2017	PERCENT CHANGE
McCarran Int. (Las Vegas)	12,319,837	12,641,604	2.6%
Reno/Tahoe Int.	1,032,400	1,139,512	10.4%
Laughlin/Bullhead Int.	45,924	53,535	16.6%
Elko Airport	7,472	8,792	17.7%
Henderson Exec. Airport	43,534	40,493	(7.0%)
TOTAL (State)	13,449,167	13,883,936	3.2%

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

Third Quarter

2017 VOLUME XXV

VEHICLE TRAFFIC COUNTS

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

MONTH	2015	2016	PERCENT CHANGE
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%)

MONTH	2016	2017	PERCENT CHANGE
January	2,003,416 *	1,792,350 *	(10.5%)
February	2,331,832	1,695,509 *,***	(27.3%)
March	2,452,377	1,973,558 *,***	(19.5%)
April	2,105,696 *	2,025,563 *,***	(3.8%)
May	2,303,045 *	2,175,930 *,***	(5.5%)
June	2,467,806 *,**	2,350,589 *,***	(4.7%)
July	2,898,010 *,**	2,662,901 *,***	(8.1%)
August	2,655,534 *	2,498,007 *,***	(5.9%)
September	2,397,806 *	2,274,896 *,***	(5.1%)
TOTAL (Rolling 12 months)	28,120,466	25,513,030	(9.3%)

Third Quarter 2017 Area Highlights

AREA	2016	2017	PERCENT CHANGE
I-15 at Primm/Jean	2,260,449	2,279,864	0.9%
I-15 at Mesquite	1,310,822	1,371,690	4.6%
I-80 at Verdi	- *	- *	-
I-80 at Wells	311,085 **	342,945	10.2%
All other entry points	4,068,994	3,441,305 ***	(15.4%)
TOTAL (State)	7,951,350	7,435,804	(6.5%)

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 2016 through September 2017 do not contain any data.

**Due to road construction/equipment failure at Wells, the traffic totals for June and July 2016 contain partial data.

***Due to road construction/equipment failure at various other entry points, the respective traffic totals for November through December 2016 and February through September 2017 do not contain any data.

PARK USAGE

The number of people visiting state and nearby national parks.

MONTH	2015	2016	PERCENT CHANGE
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%

MONTH	2016	2017	PERCENT CHANGE
January	1,125,300	1,252,608	11.3%
February	1,531,594	1,306,988	(14.7%)
March	2,489,831	2,176,571	(12.6%)
April	2,469,517	2,956,115	19.7%
May	3,142,641	3,180,640	1.2%
June	3,795,073	3,874,955	2.1%
July	4,282,252	4,203,737	(1.8%)
August	3,646,725	3,756,260	3.0%
September	3,471,305	3,423,400	(1.4%)
TOTAL (Rolling 12 months)	30,858,695	31,802,509	3.1%

Third Quarter 2017 Area Highlights

AREA	2016	2017	PERCENT CHANGE
Nevada State Parks	1,345,897	1,384,758	2.9%
Great Basin Nat. Park	74,806	70,439	(5.8%)
Lake Mead Nat. Rec. Area	2,226,433	2,334,262	4.8%
Hoover Dam Visitor Center	208,062	187,923	(9.7%)
Grand Canyon Nat. Park	2,168,507	2,106,944	(2.8%)
Zion Nat. Park	1,580,813	1,624,493	2.8%
Bryce Canyon Nat. Park	1,273,407	1,354,246	6.3%
Death Valley Nat. Park	375,867	446,954	18.9%
Yosemite Nat. Park	2,146,490	1,873,378	(12.7%)
TOTAL (All Parks)	11,400,282	11,383,397	(0.1%)

Third Quarter

2017 VOLUME XXV

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

