



NEVADA
COMMISSION
ON TOURISM

Discover *the* Facts

FOURTH QUARTER
2001 VOLUME IX

A Digest of Statistical Information on the Nevada Tourism Industry



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**NEVADA
COMMISSION
ON TOURISM**

Visitor Volume

The number of visitors to Nevada.

MONTH	2000	2001	PERCENT CHANGE
January	3,822,166	3,819,179	(0.1%)
February	4,011,197	3,798,514	(5.3%)
March	4,359,054	4,552,183	4.4%
April	4,205,045	4,253,179	1.1%
May	4,211,668	4,223,534	0.3%
June	4,209,627	4,275,762	1.6%
July	4,354,426	4,258,696	(2.2%)
August	4,354,880	4,450,423	2.2%
September	4,132,244	3,627,715	(12.2%)
October	4,291,006	4,032,956	(6.0%)
November	3,895,963	3,636,279	(6.7%)
December	3,704,246	3,489,272	(5.8%)
TOTAL	49,551,521	48,417,690	(2.3%)

Fourth Quarter 2001 Area Highlights

AREA	2000	2001	PERCENT CHANGE
Clark County:			
Las Vegas	8,778,381	8,113,549	(7.6%)
Laughlin	1,020,720	1,022,451	0.2%
Mesquite	344,782	378,029	9.6%
Washoe County	1,181,083	1,113,120	(5.8%)
All other counties	566,248	531,357	(6.2%)
TOTAL (State)	11,891,214	11,158,506	(6.2%)

Information contained throughout this publication is updated quarterly to reflect revisions to current and prior year's monthly data.

Convention Attendance

The number of delegates attending conventions in Nevada.

MONTH	2000	2001	PERCENT CHANGE
January	482,024	497,516	3.2%
February	417,827	515,947	23.5%
March	414,809	547,952	32.1%
April	332,256	384,703	15.8%
May	376,565	335,376	(10.9%)
June	382,710	425,067	11.1%
July	186,229	234,464	25.9%
August	393,019	441,040	12.2%
September	298,177	208,925	(29.9%)
October	354,852	356,149	0.4%
November	565,962	458,294	(19.0%)
December	144,720	185,565	28.2%
TOTAL	4,349,150	4,590,998	5.6%

Fourth Quarter 2001 Area Highlights

AREA	2000	2001	PERCENT CHANGE
Clark County:			
Las Vegas	927,808	832,911	(10.2%)
Laughlin	42,373	49,703	17.3%
Washoe County	28,491	41,773	46.6%
All other counties	66,862	75,621	13.1%
TOTAL (State)	1,065,534	1,000,008	(6.1%)

Occupancy Level

A percentage based on room nights occupied and total room nights available.

MONTH	2000	2001	NET CHANGE
January	76.1%	74.4%	(1.7)
February	85.6%	82.1%	(3.5)
March	87.7%	88.9%	1.2
April	88.0%	86.5%	(1.5)
May	85.4%	83.6%	(1.8)
June	88.3%	87.3%	(1.0)
July	88.0%	84.1%	(3.9)
August	88.3%	87.7%	(0.6)
September	85.2%	73.1%	(12.1)
October	86.1%	79.4%	(6.7)
November	79.8%	72.7%	(7.1)
December	72.8%	67.4%	(5.4)
MONTHLY AVG	84.2%	80.6%	(3.6)

Fourth Quarter 2001 Area Highlights

AREA	2000	2001	NET CHANGE
Clark County:			
Las Vegas	85.4%	77.1%	(8.3)
Laughlin	79.8%	80.1%	0.3
Mesquite	69.5%	75.8%	6.3
Lake Tahoe*	69.6%	69.6%	0.0
Washoe County	63.8%	62.0%	(1.8)
All other counties	49.4%	43.6%	(5.8)
QUARTER AVG (State)	79.5%	73.2%	(6.3)

The occupancy levels of Las Vegas, Laughlin, 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	2000	2001	PERCENT CHANGE
January	3,993,899	3,977,300	(0.4%)
February	4,211,325	3,965,962	(5.8%)
March	4,615,393	4,763,419	3.2%
April	4,474,573	4,481,840	0.2%
May	4,485,185	4,473,635	(0.3%)
June	4,515,097	4,542,084	0.6%
July	4,636,022	4,530,163	(2.3%)
August	4,677,970	4,714,445	0.8%
September	4,393,510	3,806,493	(13.4%)
October	4,584,629	4,248,125	(7.3%)
November	4,117,404	3,768,096	(8.5%)
December	3,896,303	3,641,193	(6.5%)
TOTAL	52,601,310	50,912,755	(3.2%)

Fourth Quarter 2001 Area Highlights

AREA	2000	2001	PERCENT CHANGE
Clark County:			
Las Vegas	9,719,876	8,912,019	(8.3%)
Laughlin	796,746	797,527	0.1%
Mesquite	185,382	197,913	6.8%
Lake Tahoe*	151,539	151,331	(0.1%)
Washoe County	1,213,995	1,130,261	(6.9%)
All other counties	530,798	468,363	(11.8%)
TOTAL (State)	12,598,336	11,657,414	(7.5%)

*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	2000	2001	PERCENT CHANGE
January	169,363	172,439	1.8%
February	169,591	172,605	1.8%
March	169,765	172,880	1.8%
April	169,440	172,651	1.9%
May	169,413	172,578	1.9%
June	170,422	173,412	1.8%
July	169,973	173,711	2.2%
August	170,932	173,414	1.5%
September	171,818	173,556	1.0%
October	171,756	172,553	0.5%
November	172,001	172,835	0.5%
December	172,720	174,235	0.9%
END OF PERIOD	172,720	174,235	0.9%

Fourth Quarter 2001 Area Highlights

AREA	2000	2001	PERCENT CHANGE
Clark County:			
Las Vegas	124,270	126,610	1.9%
Laughlin	10,842	10,811	(0.3%)
Mesquite	2,901	2,712	(6.5%)
Lake Tahoe*	2,350	2,350	0.0%
Washoe County	20,683	20,076	(2.9%)
All other counties	11,674	11,676	0.0%
END OF PERIOD (State)	172,720	174,235	0.9%

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of December 31, 2001.

*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 Tax Collections

Dollars shown represent 3/8 of 1 percent, the amount allocated to the state to promote tourism.

MONTH	2000	2001	PERCENT CHANGE
January	\$942,148	\$1,003,375	6.5%
February	699,334	785,436	12.3%
March	862,144	857,704	(0.5%)
April	947,484	1,059,075	11.8%
May	1,050,511	1,259,208	19.9%
June	1,097,868	1,132,728	3.2%
July	1,016,951	1,081,114	6.3%
August	958,443	1,010,325	5.4%
September	924,846	933,551	0.9%
October	987,999	1,030,928	4.3%
November	1,030,511	866,808	(15.9%)
December	1,125,163	923,989	(17.9%)
TOTAL	\$11,643,402	\$11,944,242	2.6%

Fourth Quarter 2001 Area Highlights

AREA	2000	2001	PERCENT CHANGE
Clark County	\$2,662,012	\$2,344,009	(11.9%)
Washoe County	309,349	307,697	(0.5%)
Douglas County*	84,445	79,617	(5.7%)
Elko County	37,955	37,275	(1.8%)
Carson City	13,494	13,240	(1.9%)
All other counties	36,418	39,887	9.5%
TOTAL (State)	\$3,143,673	\$2,821,725	(10.2%)

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.

Gross Gaming Revenue

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

MONTH	2000	2001	PERCENT CHANGE
January	\$866,499,000	\$899,770,000	3.8%
February	751,613,000	698,437,000	(7.1%)
March	836,401,000	856,600,000	2.4%
April	785,634,000	774,262,000	(1.4%)
May	799,034,000	844,232,000	5.7%
June	747,888,000	776,513,000	3.8%
July	827,663,000	808,295,000	(2.3%)
August	814,542,000	824,583,000	1.2%
September	788,407,000	763,606,000	(3.1%)
October	811,235,000	769,734,000	(5.1%)
November	779,584,000	721,493,000	(7.5%)
December	791,835,000	731,803,000	(7.6%)
TOTAL	\$9,600,335,000	\$9,469,328,000	(1.4%)

Fourth Quarter 2001 Area Highlights

AREA	2000	2001	PERCENT CHANGE
Clark County:	\$1,932,545,000	\$1,793,839,000	(7.2%)
Strip	1,227,698,000	1,080,376,000	(12.0%)
Downtown	167,271,000	165,210,000	(1.2%)
Laughlin	130,980,000	127,376,000	(2.8%)
Mesquite	22,616,000	24,777,000	9.6%
County balance	383,980,000	396,100,000	3.2%
Washoe County	269,424,000	251,908,000	(6.5%)
Lake Tahoe*	78,286,000	70,917,000	(9.4%)
Elko County	53,601,000	52,785,000	(1.5%)
Carson Valley Area	21,447,000	23,807,000	11.0%
All other counties	27,351,000	29,774,000	8.9%
TOTAL (State)	\$2,382,654,000	\$2,223,030,000	(6.7%)

*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.

Airport Volume

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

MONTH	2000	2001	PERCENT CHANGE
January	3,174,392	3,242,277	2.1%
February	3,410,072	3,347,217	(1.8%)
March	3,923,709	4,042,363	3.0%
April	3,659,058	3,692,529	0.9%
May	3,646,997	3,649,469	0.1%
June	3,756,891	3,744,797	(0.3%)
July	3,734,774	3,802,252	1.8%
August	3,788,236	3,965,388	4.7%
September	3,494,502	2,461,020	(29.6%)
October	3,846,996	3,194,018	(17.0%)
November	3,587,804	2,915,482	(18.7%)
December	3,427,841	2,890,909	(15.7%)
TOTAL	43,451,272	40,947,721	(5.8%)

Fourth Quarter 2001 Area Highlights

AREA	2000	2001	PERCENT CHANGE
McCarran Int. (Las Vegas)	9,401,490	7,857,623	(16.4%)
Reno/Tahoe Int.	1,241,596	1,018,371	(18.0%)
North Las Vegas	103,768	41,412	(60.1%)
Laughlin/Bullhead Int.	19,951	19,495	(2.3%)
Elko Airport	42,518	39,120	(8.0%)
Henderson Exec. Airport	53,318	24,388	(54.3%)
TOTAL (State)	10,862,641	9,000,409	(17.1%)

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

Vehicle Traffic Counts

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

MONTH	2000	2001	PERCENT CHANGE
January	2,020,950	1,806,988	(10.6%)
February	2,026,483	1,936,715	(4.4%)
March	2,080,581*	2,400,595	15.4%
April	2,129,668*	2,362,899	11.0%
May	2,218,546*	2,534,150	14.2%
June	2,407,305*	2,725,029	13.2%
July	2,918,929	2,879,417	(1.4%)
August	2,882,937	2,566,947†	(11.0%)
September	2,608,044	2,268,015†	(13.0%)
October	1,904,686	2,267,581	19.1%
November	1,779,661	2,299,909	29.2%
December	2,099,770	2,276,373	8.4%
TOTAL	27,077,560	28,324,618	4.6%

Fourth Quarter 2001 Area Highlights

AREA	2000	2001	PERCENT CHANGE
I-15 at Primm/Jean	1,545,111	1,678,298	8.6%
I-15 at Mesquite	539,740*	901,848	67.1%
I-80 at Verdi	1,219,393	832,552*	(31.7%)
I-80 at Wells	219,522	218,027	(0.7%)
All other entry points	2,260,351	3,213,138	42.2%
TOTAL (State)	5,784,117	6,843,863	18.3%

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

*Due to construction on Interstate 15 at Mesquite, traffic totals for March-June 2000 do not contain any data from this counting site.

† Due to construction on Interstate 80 at Verdi, traffic totals for August-September 2001 do not contain any data from this counting site.

*Due to counter failure at the Mesquite site, the traffic total for December 2000 does not contain any data.

*Due to counter failure at the Verdi site, traffic totals for October and December 2001 do not contain full month data.

Tourism Employees

The estimated number of tourism employees using a practical percentage from tourism-related industries.

MONTH	2000	2001	PERCENT CHANGE
January	227,983	233,257	2.3%
February	228,555	233,679	2.2%
March	229,937	235,502	2.4%
April	232,282	234,785	1.1%
May	234,000	236,397	1.0%
June	235,717	237,392	0.7%
July	236,642	238,362	0.7%
August	238,446	238,054	(0.2%)
September	236,836	237,036	0.1%
October	235,725	227,332	(3.6%)
November	234,740	226,257	(3.6%)
December	234,142	226,230	(3.4%)
END OF PERIOD	234,142	226,230	(3.4%)

Fourth Quarter 2001 Area Highlights

AREA	2000	2001	PERCENT CHANGE
Transportation	8,422	8,400	(0.3%)
Air	6,200	5,800	(6.5%)
Eating & Drinking	10,185	10,590	4.0%
Hotel, Gaming & Rec.	205,955	198,050	(3.8%)
Retail	3,380	3,390	0.3%
END OF PERIOD (State)	234,142	226,230	(3.4%)

Tourism-related industries include hotel/motels, gaming, amusement and recreational parks, eating/drinking establishments, ground/air transportation and retail. Employee counts for the quarter represent the estimated number of people employed as a result of tourism as of December 31, 2001.

Park Usage

The number of people visiting state and nearby national parks.

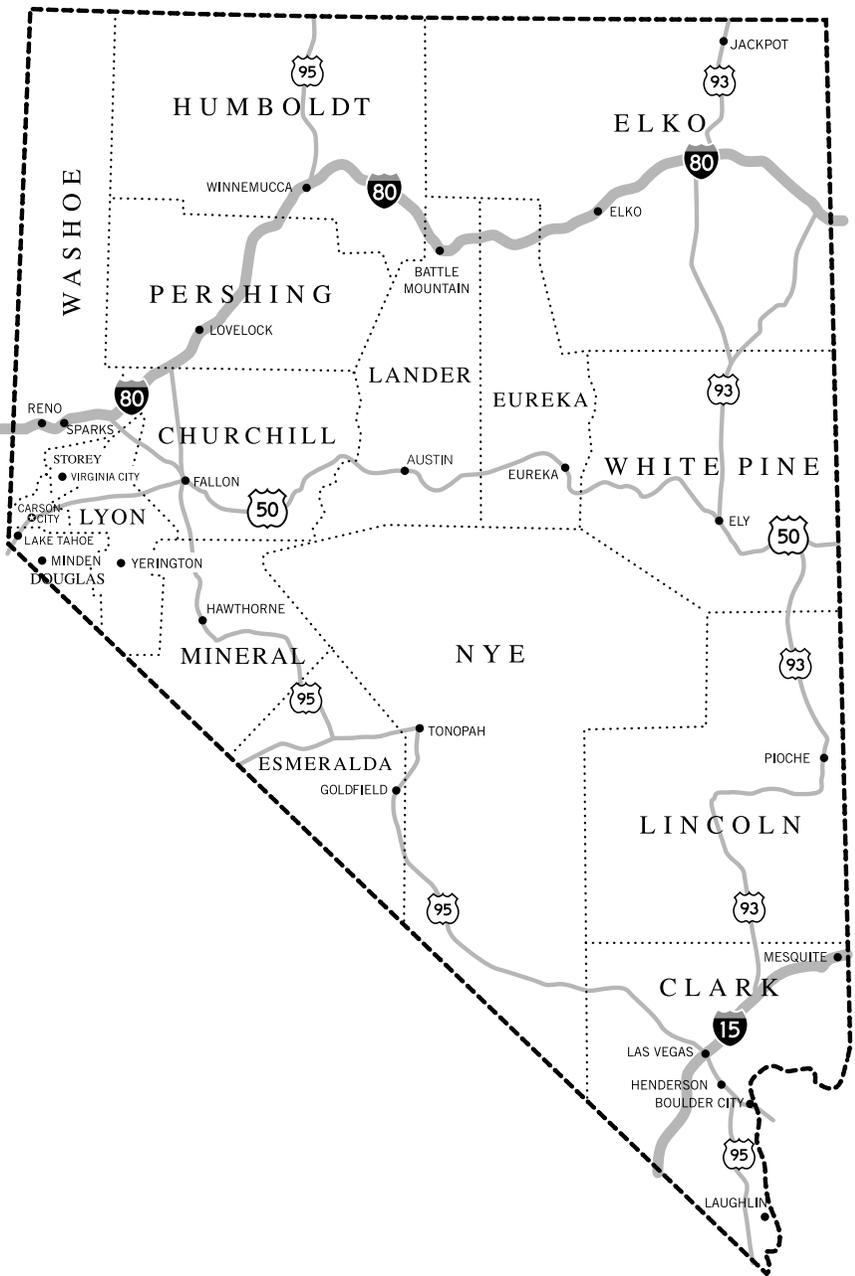
MONTH	2000	2001	PERCENT CHANGE
January	1,193,346	1,235,313	3.5%
February	1,328,266	1,256,387	(5.4%)
March	1,864,836	1,808,647	(3.0%)
April	2,589,969	2,338,136	(9.7%)
May	2,756,950	2,688,247	(2.5%)
June	3,545,492	3,089,170	(12.9%)
July	3,599,515	3,599,246	0.0%
August	3,420,961	3,590,299	5.0%
September	2,816,028	2,621,199	(6.9%)
October	2,386,937	1,884,242	(21.1%)
November	1,546,290	1,419,712	(8.2%)
December	1,229,603	1,036,407	(15.7%)
TOTAL	28,278,193	26,567,005	(6.1%)

Fourth Quarter 2001 Area Highlights

AREA	2000	2001	PERCENT CHANGE
Nevada State Parks	475,362	462,571	(2.7%)
Great Basin Nat. Park	10,886	10,116	(7.1%)
Lake Mead Nat. Rec. Area	1,856,864	1,506,390	(18.9%)
Hoover Dam Visitor Center	286,132	130,139*	(54.5%)
Red Rock Canyon	169,727	181,957	7.2%
Grand Canyon Nat. Park	828,004	713,209	(13.9%)
Zion Nat. Park	393,605	342,056	(13.1%)
Bryce Canyon Nat. Park	238,089	228,422	(4.1%)
Death Valley Nat. Park	282,938	231,161	(18.3%)
Yosemite Nat. Park	621,223	534,340	(14.0%)
TOTAL (All Parks)	5,162,830	4,340,361	(15.9%)

*Hoover Dam was open with limited public access in select areas after September 11, 2001.

Nevada State Map



Information Sources

Carson City Convention & Visitors Bureau

1900 South Carson St., Suite 100
Carson City, NV 89701
775-687-7410 • Fax: 775-687-7416
www.carson-city.org

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.mineralcountynevadachamber.org

Henderson Convention Center & Visitors Bureau

200 S. Water St., Henderson, NV 89015
702-565-2171 • Fax: 702-565-2177
www.cityofhenderson.com/convention

Lake Tahoe Visitors Authority

1156 Ski Run Blvd., South Lake Tahoe, CA 96150
530-544-5050 • 800-AT-TAHOE
Fax: 530-544-2386 • www.virtuالتahoe.com

Las Vegas Convention & Visitors Authority

3150 Paradise Rd., Las Vegas, NV 89109-9096
702-892-0711 • 800-332-5333 (U.S.)
800-233-5836 (Canada) • Fax: 702-892-2824
www.vegasfreedom.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, DC 20240
202-208-6843 • www.nps.gov/grba

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 • www.state.nv.us/stparks/

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 • www.gaming.state.nv.us/

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.pershingnv.com

Reno-Sparks Convention & Visitors Authority

4590 S. Virginia St., Reno, NV 89504
775-827-RENO • 800-FOR-RENO
Fax: 775-827-7746 • www.renolaketahoe.com

Reno/Tahoe International Airport

2001 E. Plumb Lane, Reno, NV 89502
P.O. Box 12490, Reno, NV 89510
775-328-6400 • Fax: 775-328-6510
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
www.tahochamber.org

Tonopah Convention Center

301 Brougher 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