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**NEVADA
COMMISSION
ON TOURISM**

Visitor Volume

The number of visitors to Nevada.

MONTH	2000	2001	PERCENT CHANGE
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%)

MONTH	2001	2002	PERCENT CHANGE
January	3,819,179	3,660,903	(4.1%)
February	3,798,514	3,807,504	0.2%
March	4,552,183	4,447,460	(2.3%)
April	4,253,179	4,113,303	(3.3%)
May	4,223,534	4,159,915	(1.5%)
June	4,276,016	4,054,815	(5.2%)
July	4,258,696	4,080,395	(4.2%)
August	4,450,423	4,346,541	(2.3%)
September	3,627,715	3,771,444	4.0%
TOTAL	49,150,652	47,600,785	(3.2%)

Third Quarter 2002 Area Highlights

AREA	2001	2002	PERCENT CHANGE
Clark County:			
Las Vegas	8,798,006	8,920,993	1.4%
Laughlin	1,122,249	1,077,485	(4.0%)
Mesquite	424,097	373,645	(11.9%)
Washoe County	1,405,014	1,245,381	(11.4%)
All other counties	587,468	580,875	(1.1%)
TOTAL (State)	12,336,834	12,198,379	(1.1%)

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
October	354,852	356,149	0.4%
November	565,962	458,294	(19.0%)
December	144,720	185,565	28.2%

MONTH	2001	2002	PERCENT CHANGE
January	569,819	563,392	(1.1%)
February	641,065	733,774	14.5%
March	662,606	755,760	14.1%
April	474,718	526,828	11.0%
May	395,674	469,045	18.5%
June	558,089	488,784	(12.4%)
July	248,019	195,090	(21.3%)
August	548,890	499,250	(9.0%)
September	240,782	310,270	28.9%
TOTAL	5,405,196	5,542,201	2.5%

Third Quarter 2002 Area Highlights

AREA	2001	2002	PERCENT CHANGE
Clark County:			
Las Vegas	927,770*	873,961*	(5.8%)
Laughlin	26,518	34,803	31.2%
Washoe County	46,555	29,390	(36.9%)
All other counties	36,848	66,456	80.4%
TOTAL (State)	1,037,691	1,004,610	(3.2%)

*The LVCVA updated its methodology with respect to convention counts as of January 2002. The 2001 convention counts were revised retroactively using the new methodology.

Occupancy Level

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

MONTH	2000	2001	NET CHANGE
October	86.1%	79.4%	(6.7)
November	79.8%	72.7%	(7.1)
December	72.8%	67.4%	(5.4)

MONTH	2001	2002	NET CHANGE
January	74.4%	71.6%	(2.8)
February	82.1%	82.0%	(0.1)
March	88.9%	86.6%	(2.3)
April	86.5%	83.2%	(3.3)
May	83.6%	81.5%	(2.1)
June	87.3%	82.5%	(4.8)
July	84.1%	81.8%	(2.3)
August	87.7%	86.8%	(0.9)
September	73.1%	78.0%	4.9
MONTHLY AVG	82.2%	79.5%	(2.7)

Third Quarter 2002 Area Highlights

AREA	2001	2002	NET CHANGE
Clark County:			
Las Vegas	84.3%	84.8%	0.5
Laughlin	87.1%	84.1%	(3.0)
Mesquite	83.2%	77.8%	(5.4)
Lake Tahoe*	83.3%	93.0%	9.7
Washoe County	73.5%	74.4%	0.9
All other counties	62.6%	65.5%	2.9
QUARTER AVG (State)	80.9%	81.3%	0.4

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
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%)

MONTH	2001	2002	PERCENT CHANGE
January	3,977,300	3,860,946	(2.9%)
February	3,965,962	4,007,356	1.0%
March	4,763,419	4,681,463	(1.7%)
April	4,481,840	4,361,713	(2.7%)
May	4,473,635	4,412,565	(1.4%)
June	4,542,210	4,341,320	(4.4%)
July	4,530,163	4,440,624	(2.0%)
August	4,714,445	4,706,061	(0.2%)
September	3,806,493	4,098,363	7.7%
TOTAL	51,853,802	50,567,825	(2.5%)

Third Quarter 2002 Area Highlights

AREA	2001	2002	PERCENT CHANGE
Clark County:			
Las Vegas	9,725,107	9,888,513	1.7%
Laughlin	867,151	837,223	(3.5%)
Mesquite	222,031	196,586	(11.5%)
Lake Tahoe*	182,763	203,107	11.1%
Washoe County	1,381,316	1,415,685	2.5%
All other counties	672,733	703,933	4.6%
TOTAL (State)	13,051,101	13,245,047	1.5%

*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
October	171,756	172,553	0.5%
November	172,001	172,835	0.5%
December	172,720	174,235	0.9%
MONTH	2001	2002	PERCENT CHANGE
January	172,439	173,956	0.9%
February	172,605	174,434	1.1%
March	172,880	174,379	0.9%
April	172,651	174,697	1.2%
May	172,609	174,731	1.2%
June	173,451	175,386	1.1%
July	173,711	175,096	0.8%
August	173,414	174,966	0.9%
September	173,557	175,191	0.9%
END OF PERIOD	173,557	175,191	0.9%

Third Quarter 2002 Area Highlights

AREA	2001	2002	PERCENT CHANGE
Clark County:			
Las Vegas	125,126	126,648	1.2%
Laughlin	10,821	10,822	0.0%
Mesquite	2,901	2,745	(5.4%)
Lake Tahoe*	2,374	2,374	0.0%
Washoe County	20,661	20,926	1.3%
All other counties	11,674	11,676	0.0%
END OF PERIOD (State)	173,557	175,191	0.9%

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of September 30, 2002.

*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
October	\$987,999	\$1,030,928	4.3%
November	1,030,511	866,808	(15.9%)
December	1,125,163	923,989	(17.9%)

MONTH	2001	2002	PERCENT CHANGE
January	1,003,375	802,841	(20.0%)
February	785,436	696,849	(11.3%)
March	857,704	780,666	(9.0%)
April	1,059,075	922,877	(12.9%)
May	1,259,208	1,181,086	(6.2%)
June	1,132,728	1,037,548	(8.4%)
July	1,081,114	1,126,530	4.2%
August	1,010,325	977,630	(3.2%)
September	933,551	906,959	(2.8%)
TOTAL	\$12,266,190	\$11,254,710	(8.2%)

Third Quarter 2002 Area Highlights

AREA	2001	2002	PERCENT CHANGE
Clark County	\$2,566,359	\$2,605,411	1.5%
Washoe County	302,884	259,041	(14.5%)
Douglas County*	64,042	54,156	(15.4%)
Elko County	37,444	37,208	(0.6%)
Carson City	13,865	14,082	1.6%
All other counties	40,397	41,222	2.0%
TOTAL (State)	\$3,024,991	\$3,011,119	(0.5%)

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
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%)

MONTH	2001	2002	PERCENT CHANGE
January	899,770,000	766,329,000	(14.8%)
February[†]	698,437,000	752,609,000	7.8%
March	856,600,000	807,127,000	(5.8%)
April	776,051,000	800,039,000	3.1%
May	844,117,000	838,954,000	(0.6%)
June	775,954,000	714,150,000	(8.0%)
July	808,422,000	804,311,000	(0.5%)
August	824,510,000	839,500,000	1.8%
September	763,690,000	810,138,000	6.1%
TOTAL	\$9,630,205,000	\$9,356,187,000	(2.8%)

Third Quarter 2002 Area Highlights

AREA	2001	2002	PERCENT CHANGE
Clark County:	\$1,873,499,000	\$1,935,717,000	3.3%
Strip	1,157,388,000	1,211,063,000	4.6%
Downtown	167,004,000	159,880,000	(4.3%)
Laughlin	127,198,000	130,112,000	2.3%
Mesquite	24,135,000	24,956,000	3.4%
County balance	397,774,000	409,706,000	3.0%
Washoe County	297,212,000	290,859,000	(2.1%)
Lake Tahoe*	109,858,000	109,621,000	(0.2%)
Elko County	60,131,000	60,428,000	0.5%
Carson Valley Area	25,817,000	26,220,000	1.6%
All other counties	30,105,000	31,104,000	3.3%
TOTAL (State)	\$2,396,622,000	\$2,453,949,000	2.4%

*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.

[†]The Super Bowl took place in February 2002.

Airport Volume

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

MONTH	2000	2001	PERCENT CHANGE
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%)

MONTH	2001	2002	PERCENT CHANGE
January	3,242,277	2,903,793	(10.4%)
February	3,347,217	3,014,615	(9.9%)
March	4,042,363	3,684,870	(8.8%)
April	3,692,529	3,377,060	(8.5%)
May	3,649,469	3,451,119	(5.4%)
June	3,744,797	3,467,149	(7.4%)
July	3,802,252	3,539,693	(6.9%)
August	3,965,388	3,753,345	(5.3%)
September	2,461,020	3,269,814	32.9%
TOTAL	42,809,953	39,461,867	(7.8%)

Third Quarter 2002 Area Highlights

AREA	2001	2002	PERCENT CHANGE
McCarran Int. (Las Vegas)	8,748,608	9,127,187	4.3%
Reno/Tahoe Int.	1,246,083	1,233,702	(1.0%)
North Las Vegas	98,262	102,429	4.2%
Laughlin/Bullhead Int.	29,381	47,452	61.5%
Elko Airport	46,199	38,050	(17.6%)
Henderson Exec. Airport	60,127	14,032	(76.7%)
TOTAL (State)	10,228,660	10,562,852	3.3%

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
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%

MONTH	2001	2002	PERCENT CHANGE
January	1,806,988	2,083,544	15.3%
February	1,936,715	2,138,887	10.4%
March	2,400,595	2,463,543	2.6%
April	2,362,899	2,453,080	3.8%
May	2,534,150	2,665,460	5.2%
June	2,725,029	2,766,487	1.5%
July	2,879,417	2,915,015	1.2%
August	2,566,947	2,787,052	8.6%
September	2,268,015	2,577,048	13.6%
TOTAL	27,264,872	29,693,979	8.9%

Third Quarter 2002 Area Highlights

AREA	2001	2002	PERCENT CHANGE
I-15 at Primm/Jean	1,780,960	1,581,163	(11.2%)
I-15 at Mesquite	805,400	656,054	(18.5%)
I-80 at Verdi	828,501*	1,591,734	92.1%
I-80 at Wells	300,206	282,341	(6.0%)
All other entry points	3,999,312	4,167,823	4.2%
TOTAL (State)	7,714,379	8,279,115	7.3%

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

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

Tourism Employees

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

MONTH	2000	2001	PERCENT CHANGE
October	235,725	227,332	(3.6%)
November	234,740	226,257	(3.6%)
December	234,142	226,230	(3.4%)

MONTH	2001	2002	PERCENT CHANGE
January	233,257	226,135	(3.1%)
February	233,679	226,915	(2.9%)
March	235,502	229,174	(2.7%)
April	235,896	230,247	(2.4%)
May	237,126	231,346	(2.4%)
June	237,386	232,419	(2.1%)
July	238,598	233,351	(2.2%)
August	238,236	233,416	(2.0%)
September	236,261	232,733	(1.5%)
END OF PERIOD	236,261	232,733	(1.5%)

Third Quarter 2002 Area Highlights

AREA	2001	2002	PERCENT CHANGE
Transportation	8,736	8,758	0.3%
Air	6,350	6,200	(2.4%)
Eating & Drinking	10,110	10,455	3.4%
Hotel, Gaming & Rec.	207,995	204,170	(1.8%)
Retail	3,070	3,150	2.6%
END OF PERIOD (State)	236,261	232,733	(1.5%)

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 September 30, 2002.

Park Usage

The number of people visiting state and nearby national parks.

MONTH	2000	2001	PERCENT CHANGE
October	2,382,649	1,883,093	(21.0%)
November	1,553,775	1,424,769	(8.3%)
December	1,237,507	1,045,032	(15.6%)

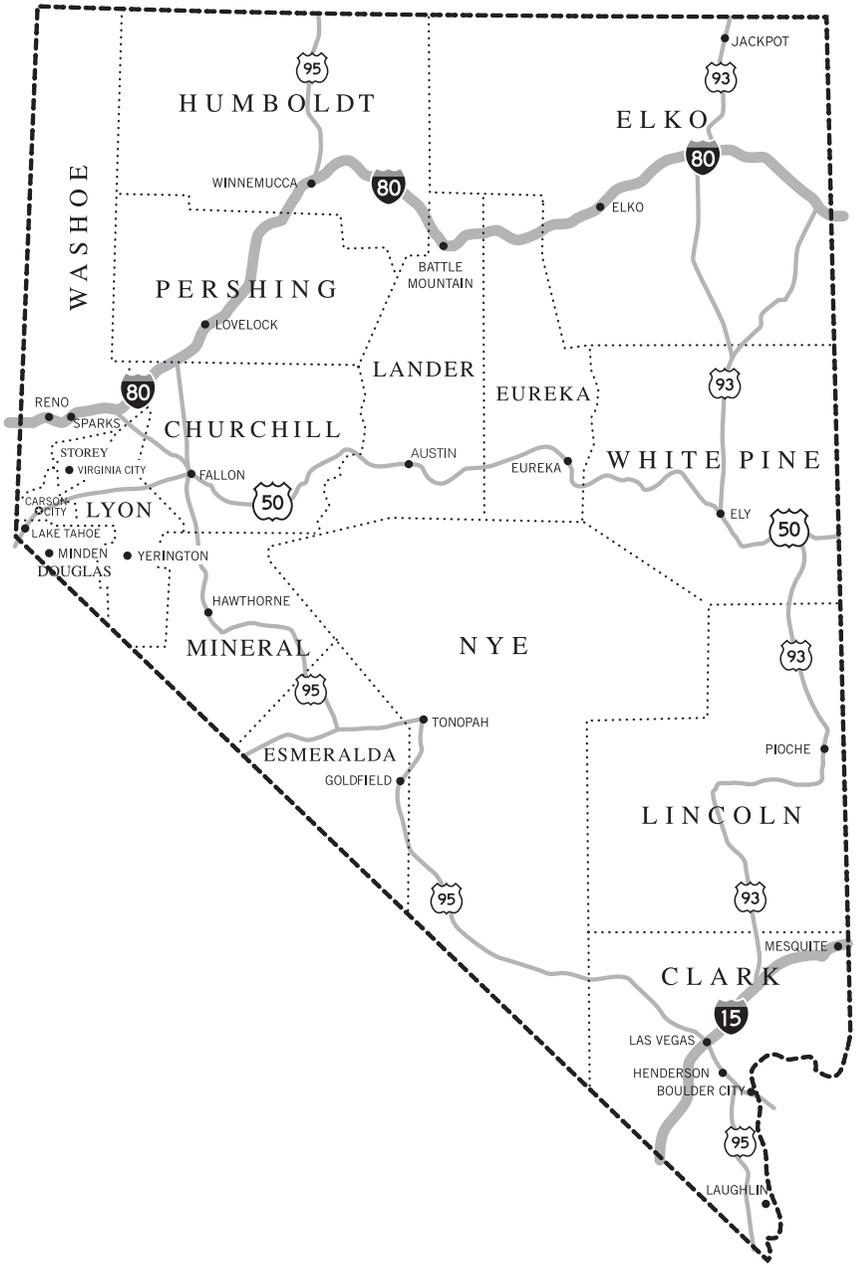
MONTH	2001	2002	PERCENT CHANGE
January	1,243,136	1,175,009	(5.5%)
February	1,255,560	1,267,400	0.9%
March	1,829,034	1,699,738	(7.1%)
April	2,359,052	2,291,663	(2.9%)
May	2,707,159	2,518,586	(7.0%)
June	3,143,777	2,905,172	(7.6%)
July	3,618,730	3,243,491	(10.4%)
August	3,613,777	2,844,430*	(21.3%)
September	2,640,561	2,300,833*	(12.9%)
TOTAL	27,584,717	24,599,216	(10.8%)

Third Quarter 2002 Area Highlights

AREA	2001	2002	PERCENT CHANGE
Nevada State Parks	1,287,695	515,764*	(59.9%)
Great Basin Nat. Park	41,432	43,519	5.0%
Lake Mead Nat. Rec. Area	2,948,413	2,560,998	(13.1%)
Hoover Dam Visitor Center	316,263	257,924	(18.4%)
Red Rock Canyon	118,825	129,079	8.6%
Grand Canyon Nat. Park	1,649,673	1,571,164	(4.8%)
Zion Nat. Park	933,756	988,912	5.9%
Bryce Canyon Nat. Park	686,760	539,367	(21.5%)
Death Valley Nat. Park	298,412	229,532	(23.1%)
Yosemite Nat. Park	1,591,839	1,552,495	(2.5%)
TOTAL (All Parks)	9,873,068	8,388,754*	(15.0%)

*Nevada State Park usage information for August and September 2002 is currently unavailable.

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.tahoechamber.org

Tonopah Convention Center

301 Brouger 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