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**NEVADA
COMMISSION
ON TOURISM**

Visitor Volume

The number of visitors to Nevada.

MONTH	2001	2002	PERCENT CHANGE
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%
October	4,015,388	4,104,048	2.2%
November	3,636,279	3,796,056	4.4%
December	3,489,272	3,566,876	2.2%

MONTH	2002	2003	PERCENT CHANGE
January	3,661,790	3,931,926	7.4%
February	3,807,479	3,785,986	(0.6%)
March	4,447,459	4,159,209	(6.5%)
TOTAL	48,147,229	47,870,512	(0.6%)

First Quarter 2003 Area Highlights

AREA	2002	2003	PERCENT CHANGE
Clark County:			
Las Vegas	8,696,290	8,703,082	0.1%
Laughlin	1,136,499	1,079,621	(5.0%)
Mesquite	401,800	428,005	6.5%
Washoe County	1,114,675	1,100,835	(1.2%)
All other counties	567,463	565,577	(0.3%)
TOTAL (State)	11,916,727	11,877,120	(0.3%)

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	2001	2002	PERCENT CHANGE
April	474,718	526,828	11.0%
May	395,674	469,045	18.5%
June	558,089	488,784	(12.4%)
July	248,019	195,915	(21.0%)
August	548,890	500,729	(8.8%)
September	240,782	310,270	28.9%
October	435,605	451,498	3.6%
November	565,643	620,829	9.8%
December	221,720	143,724	(35.2%)

MONTH	2002	2003	PERCENT CHANGE
January	563,392	947,106*	68.1%
February	733,774	803,504	9.5%
March	755,760	629,831	(16.7%)
TOTAL	5,742,066	6,088,063	6.0%

First Quarter 2003 Area Highlights

AREA	2002	2003	PERCENT CHANGE
Clark County:			
Las Vegas	1,872,469	2,107,169	12.5%
Laughlin	53,835	38,662	(28.2%)
Washoe County	46,775	166,622*	256.2%
All other counties	79,847	67,988	(14.9%)
TOTAL (State)	2,052,926	2,380,441	16.0%

*WIBC took place in January 2003 in Reno.

Occupancy Level

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

MONTH	2001	2002	NET CHANGE
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
October	79.2%	81.1%	1.9
November	72.7%	75.8%	3.1
December	67.4%	69.5%	2.1

MONTH	2002	2003	NET CHANGE
January	71.6%	76.4%	4.8
February	82.0%	81.8%	(0.2)
March	86.6%	81.3%	(5.3)
MONTHLY AVG	80.1%	79.9%	(0.2)

First Quarter 2003 Area Highlights

AREA	2002	2003	NET CHANGE
Clark County:			
Las Vegas	84.5%	84.9%	0.4
Laughlin	88.1%	83.4%	(4.7)
Mesquite	85.7%	91.2%	5.5
Lake Tahoe*	84.4%	82.1%	(2.3)
Washoe County	63.3%	61.3%	(2.0)
All other counties	50.2%	49.8%	(0.4)
QUARTER AVG (State)	80.0%	79.7%	(0.3)

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	2001	2002	PERCENT CHANGE
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%
October	4,234,372	4,403,260	4.0%
November	3,768,096	3,981,209	5.7%
December	3,641,193	3,778,748	3.8%

MONTH	2002	2003	PERCENT CHANGE
January	3,862,802	4,152,083	7.5%
February	4,007,356	4,023,372	0.4%
March	4,681,463	4,430,648	(5.4%)
TOTAL	50,744,068	51,129,966	0.8%

First Quarter 2003 Area Highlights

AREA	2002	2003	PERCENT CHANGE
Clark County:			
Las Vegas	9,629,799	9,723,071	1.0%
Laughlin	857,410	811,621	(5.3%)
Mesquite	211,400	228,470	8.1%
Lake Tahoe*	180,206	175,417	(2.7%)
Washoe County	1,144,770	1,139,437	(0.5%)
All other counties	528,036	528,087	0.0%
TOTAL (State)	12,551,621	12,606,103	0.4%

*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.

Room Inventory

The number of hotel/motel rooms in Nevada.

MONTH	2001	2002	PERCENT CHANGE
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%
October	172,553	175,045	1.4%
November	172,835	175,150	1.3%
December	174,235	175,390	0.7%

MONTH	2002	2003	PERCENT CHANGE
January	174,072	175,331	0.7%
February	174,434	175,749	0.8%
March	174,379	175,898	0.9%
END OF PERIOD	174,379	175,898	0.9%

First Quarter 2003 Area Highlights

AREA	2002	2003	PERCENT CHANGE
Clark County:			
Las Vegas	126,394	127,442	0.8%
Laughlin	10,811	10,817	0.1%
Mesquite	2,741	2,783	1.5%
Lake Tahoe*	2,375	2,374	0.0%
Washoe County	20,382	20,708	1.6%
All other counties	11,676	11,774	0.8%
END OF PERIOD (State)	174,379	175,898	0.9%

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of March 31, 2003.

*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	2001	2002	PERCENT CHANGE
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	1,128,249	4.4%
August	1,010,325	978,295	(3.2%)
September	933,551	907,765	(2.8%)
October	1,030,928	1,039,372	0.8%
November	866,808	961,018	10.9%
December	923,989	1,071,785	16.0%

MONTH	2002	2003	PERCENT CHANGE
January	802,841	925,652	15.3%
February	696,849	723,136	3.8%
March	780,666	975,784	25.0%
TOTAL	\$11,578,083	\$11,852,566	2.4%

First Quarter 2003 Area Highlights

AREA	2002	2003	PERCENT CHANGE
Clark County	\$1,973,716	\$2,336,851	18.4%
Washoe County	190,273	183,185	(3.7%)
Douglas County*	62,885	47,726	(24.1%)
Elko County	23,206	24,658	6.3%
Carson City	6,731	6,853	1.8%
All other counties	23,544	25,298	7.4%
TOTAL (State)	\$2,280,355	\$2,624,572	15.1%

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	2001	2002	PERCENT CHANGE
April	\$776,051,000	\$799,587,000	3.0%
May	844,117,000	838,925,000	(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%
October	771,667,000	807,379,000	4.6%
November	721,468,000	732,485,000	1.5%
December	731,693,000	775,265,000	6.0%

MONTH	2002	2003	PERCENT CHANGE
January	765,861,000	844,562,000	10.3%
February	752,758,000	756,139,000	0.4%
March	807,239,000	834,663,000	3.4%
TOTAL	\$9,343,430,000	\$9,557,104,000	2.3%

First Quarter 2003 Area Highlights

AREA	2002	2003	PERCENT CHANGE
Clark County:	\$1,914,744,000	\$2,008,679,000	4.9%
Strip	1,144,428,000	1,197,670,000	4.7%
Downtown	170,483,000	179,375,000	5.2%
Laughlin	154,631,000	153,223,000	(0.9%)
Mesquite	30,633,000	30,450,000	(0.6%)
County balance	414,569,000	447,961,000	8.1%
Washoe County	233,232,000	241,187,000	3.4%
Lake Tahoe*	69,960,000	75,798,000	8.3%
Elko County	56,018,000	54,862,000	(2.1%)
Carson Valley Area	22,396,000	24,204,000	8.1%
All other counties	29,508,000	30,634,000	3.8%
TOTAL (State)	\$2,325,858,000	\$2,435,364,000	4.7%

*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	2001	2002	PERCENT CHANGE
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%
October	3,194,018	3,563,399	11.6%
November	2,915,482	3,105,815	6.5%
December	2,890,909	3,129,301	8.2%

MONTH	2002	2003	PERCENT CHANGE
January	2,903,793	3,228,902	11.2%
February	3,014,615	3,125,471	3.7%
March	3,684,870	3,587,422	(2.6%)
TOTAL	39,919,142	40,598,490	1.7%

First Quarter 2003 Area Highlights

AREA	2002	2003	PERCENT CHANGE
McCarran Int. (Las Vegas)	8,327,942	8,656,399	3.9%
Reno/Tahoe Int.	1,121,472	1,109,258	(1.1%)
North Las Vegas	32,955	70,940	115.3%
Laughlin/Bullhead Int.	38,925	58,605	50.6%
Elko Airport	51,836	36,459	(29.7%)
Henderson Exec. Airport	30,148	10,134	(66.4%)
TOTAL (State)	9,603,278	9,941,795	3.5%

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	2001	2002	PERCENT CHANGE
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%
October	2,267,581	2,507,870	10.6%
November	2,299,909	2,280,523	(0.8%)
December	2,276,373*	1,599,558	(29.7%)

MONTH	2002	2003	PERCENT CHANGE
January	2,083,544	1,294,131 [†]	(37.9%)
February	2,138,887	1,504,901*	(29.6%)
March	2,463,543	1,730,333 [†]	(29.8%)
TOTAL	28,866,294	27,081,458	(6.2%)

First Quarter 2003 Area Highlights

AREA	2002	2003	PERCENT CHANGE
I-15 at Primm/Jean	1,521,639*	1,169,688	(23.1%)
I-15 at Mesquite	876,307	893,330	1.9%
I-80 at Verdi	966,499	1,151,660	19.2%
I-80 at Wells	127,166	46,992 [†]	(63.0%)
All other entry points	3,194,363	1,267,695*	(60.3%)
TOTAL (State)	6,685,974	4,529,365	(32.3%)

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

*Due to construction on Interstate 15 at Primm/Jean, the traffic total for December 2002 does not contain any data.

[†]Due to counter failure on Interstate 80 at Wells, the traffic totals for January and March 2003 do not contain any data.

*Due to road construction and counter failures, various other entry point traffic totals for January, February and March 2003 do not contain any data.

Park Usage

The number of people visiting state and nearby national parks.

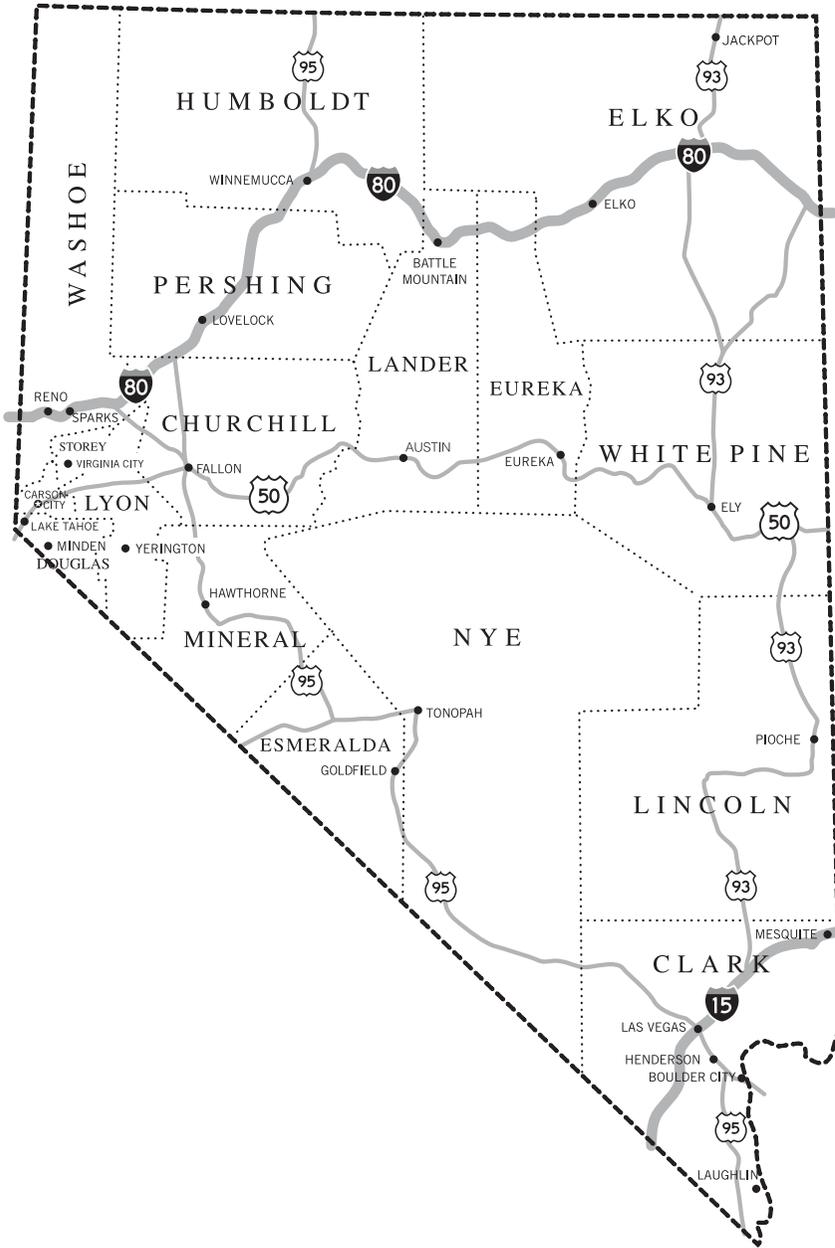
MONTH	2001	2002	PERCENT CHANGE
April	2,359,051	2,282,187	(3.3%)
May	2,707,159	2,518,586	(7.0%)
June	3,143,777	2,905,172	(7.6%)
July	3,618,730	3,243,532	(10.4%)
August	3,613,777	3,324,670	(8.0%)
September	2,640,561	2,630,568	(0.4%)
October	1,883,093	2,076,567	10.3%
November	1,424,769	1,320,066	(7.3%)
December	1,007,448	1,119,203	11.1%

MONTH	2002	2003	PERCENT CHANGE
January	1,170,738	1,313,102	12.2%
February	1,262,350	1,233,561	(2.3%)
March	1,691,840	1,622,912	(4.1%)
TOTAL	26,523,293	25,590,126	(3.5%)

First Quarter 2003 Area Highlights

AREA	2002	2003	PERCENT CHANGE
Nevada State Parks	447,721	467,329	4.4%
Great Basin Nat. Park	5,293	4,824	(8.9%)
Lake Mead Nat. Rec. Area	1,523,530	1,620,944	6.4%
Hoover Dam Visitor Center	210,723	196,450	(6.8%)
Red Rock Canyon	209,257	222,431	6.3%
Grand Canyon Nat. Park	644,446	634,075	(1.6%)
Zion Nat. Park	286,359	292,698	2.2%
Bryce Canyon Nat. Park	156,491	124,140	(20.7%)
Death Valley Nat. Park	262,831	226,659	(13.8%)
Yosemite Nat. Park	378,277	380,025	0.5%
TOTAL (All Parks)	4,124,928	4,169,575	1.1%

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.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.mineralcountynevadaeda.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.virtuallake.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 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