



NEVADA
COMMISSION
ON TOURISM

Discover *the* Facts

THIRD QUARTER
2004 VOLUME XII

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	2002	2003	PERCENT CHANGE
October	4,104,048	4,230,163	3.1%
November	3,796,056	3,810,779	0.4%
December	3,568,410	3,694,924	3.5%

MONTH	2003	2004	PERCENT CHANGE
January	3,932,104	4,084,046	3.9%
February	3,785,986	3,969,395	4.8%
March	4,159,209	4,505,005	8.3%
April	3,994,373	4,392,480	10.0%
May	4,173,448	4,382,698	5.0%
June	4,092,173	4,128,505	0.9%
July	4,327,012	4,384,400	1.3%
August	4,452,907	4,346,794	(2.4%)
September	3,950,159	4,235,420	7.2%
TOTAL	48,335,885	50,164,608	3.8%

Third Quarter 2004 Area Highlights

AREA	2003	2004	PERCENT CHANGE
Clark County:			
Las Vegas	9,177,614	9,500,842	3.5%
Laughlin	1,093,892	1,021,957	(6.6%)
Mesquite	429,985	436,578	1.5%
Washoe County	1,422,393	1,389,779	(2.3%)
All other counties	606,194	617,458	1.9%
TOTAL (State)	12,730,078	12,966,614	1.9%

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	2002	2003	PERCENT CHANGE
October	451,498	620,304	37.4%
November	620,829	561,819	(9.5%)
December	143,724	177,543	23.5%

MONTH	2003	2004	PERCENT CHANGE
January	947,106	874,521	(7.7%)
February	803,504	911,438	13.4%
March	658,327	702,567	6.7%
April	426,082	527,869	23.9%
May	465,798	566,569	21.6%
June	487,190	394,528	(19.0%)
July	308,973	325,527	5.4%
August	610,258	437,288	(28.3%)
September	337,330	626,648	85.8%
TOTAL	6,260,619	6,726,621	7.4%

Third Quarter 2004 Area Highlights

AREA	2003	2004	PERCENT CHANGE
Clark County:			
Las Vegas	1,123,185	1,214,380	8.1%
Laughlin	36,487	34,453	(5.6%)
Washoe County	39,307	69,534	76.9%
All other counties	57,582	71,096	23.5%
TOTAL (State)	1,256,561	1,389,463	10.6%

Occupancy Level

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

MONTH	2002	2003	NET CHANGE
October	81.1%	83.2%	2.1
November	75.8%	76.3%	0.5
December	69.5%	71.0%	1.5

MONTH	2003	2004	NET CHANGE
January	76.2%	78.7%	2.5
February	81.8%	82.4%	0.6
March	81.3%	88.1%	6.8
April	81.3%	88.8%	7.5
May	82.2%	86.0%	3.8
June	83.6%	84.9%	1.3
July	85.3%	86.5%	1.2
August	87.4%	87.6%	0.2
September	80.4%	87.1%	6.7
MONTHLY AVG	80.5%	83.4%	2.9

Third Quarter 2004 Area Highlights

AREA	2003	2004	NET CHANGE
Clark County:			
Las Vegas	87.0%	90.0%	3.0
Laughlin	85.6%	86.6%	1.0
Mesquite	84.7%	94.9%	10.2
Lake Tahoe*	89.6%	91.3%	1.7
Washoe County	74.4%	75.3%	0.9
All other counties	72.0%	72.6%	0.6
QUARTER AVG (State)	83.5%	86.1%	2.6

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	2002	2003	PERCENT CHANGE
October	4,403,445	4,554,670	3.4%
November	3,981,415	4,050,656	1.7%
December	3,778,679	3,939,737	4.3%

MONTH	2003	2004	PERCENT CHANGE
January	4,142,701	4,324,838	4.4%
February	4,023,655	4,231,083	5.2%
March	4,431,007	4,841,883	9.3%
April	4,288,089	4,719,360	10.1%
May	4,478,372	4,721,077	5.4%
June	4,443,754	4,499,986	1.3%
July	4,676,544	4,726,930	1.1%
August	4,792,562	4,787,765	(0.1%)
September	4,273,661	4,611,751	7.9%
TOTAL	51,713,884	54,009,737	4.4%

Third Quarter 2004 Area Highlights

AREA	2003	2004	PERCENT CHANGE
Clark County:			
Las Vegas	10,279,466	10,669,721	3.8%
Laughlin	852,163	855,487	0.4%
Mesquite	229,527	252,963	10.2%
Lake Tahoe*	195,487	199,219	1.9%
Washoe County	1,406,055	1,376,923	(2.1%)
All other counties	780,069	772,133	(1.0%)
TOTAL (State)	13,742,767	14,126,446	2.8%

*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	2002	2003	PERCENT CHANGE
October	175,065	176,497	0.8%
November	175,156	177,044	1.1%
December	175,383	178,893	2.0%

MONTH	2003	2004	PERCENT CHANGE
January	175,360	177,367	1.1%
February	175,754	176,994	0.7%
March	175,898	177,196	0.7%
April	175,869	177,136	0.7%
May	175,811	177,184	0.8%
June	177,140	176,644	(0.3%)
July	176,788	176,359	(0.2%)
August	176,790	176,208	(0.3%)
September	177,080	176,439	(0.4%)
END OF PERIOD	177,080	176,439	(0.4%)

Third Quarter 2004 Area Highlights

AREA	2003	2004	PERCENT CHANGE
Clark County:			
Las Vegas	128,424	128,783	0.3%
Laughlin	10,817	10,743	(0.7%)
Mesquite	2,945	2,897	(1.6%)
Lake Tahoe*	2,374	2,374	0.0%
Washoe County	20,746	20,089	(3.2%)
All other counties	11,774	11,553	(1.9%)
END OF PERIOD (State)	177,080	176,439	(0.4%)

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of September 30, 2004.

*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	2002	2003	PERCENT CHANGE
October	\$1,039,372	\$1,126,403	8.4%
November	961,018	1,034,928	7.7%
December	1,071,785	1,136,821	6.1%

MONTH	2003	2004	PERCENT CHANGE
January	925,652	989,470	6.9%
February	723,136	835,355	15.5%
March	975,784	1,218,888	24.9%
April	998,602	1,172,335	17.4%
May	1,124,932	1,404,641	24.9%
June	1,040,565	1,302,444	25.2%
July	1,107,995	1,306,549	17.9%
August	961,990	1,091,892	13.5%
September	1,014,236	1,177,938	16.1%
TOTAL	\$11,945,065	\$13,797,665	15.5%

Third Quarter 2004 Area Highlights

AREA	2003	2004	PERCENT CHANGE
Clark County	\$2,659,125	\$3,099,262	16.6%
Washoe County	267,073	305,445	14.4%
Douglas County*	64,017	71,745	12.1%
Elko County	39,390	38,845	(1.4%)
Carson City	13,607	15,801	16.1%
All other counties	41,008	45,281	10.4%
TOTAL (State)	\$3,084,221	\$3,576,380	16.0%

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.

Gross Gaming Revenue

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

MONTH	2002	2003	PERCENT CHANGE
October	\$807,222,000	\$ 819,547,000	1.5%
November	732,338,000	763,844,000	4.3%
December	775,231,000	767,315,000	(1.0%)

MONTH	2003	2004	PERCENT CHANGE
January	844,898,000	882,081,000	4.4%
February	756,079,000	875,956,000	15.9%
March	834,665,000	930,332,000	11.5%
April	744,666,000	826,933,000	11.1%
May	805,766,000	908,242,000	12.7%
June	809,105,000	855,462,000	5.7%
July	825,416,000	812,455,000	(1.6%)
August	813,700,000	905,101,000	11.2%
September	840,700,000	924,781,000	10.0%
TOTAL	\$9,589,786,000	\$10,272,049,000	7.1%

Third Quarter 2004 Area Highlights

AREA	2003	2004	PERCENT CHANGE
Clark County:	\$1,974,753,000	\$2,126,820,000	7.7%
Strip	1,218,364,000	1,282,842,000	5.3%
Downtown	159,680,000	163,894,000	2.6%
Laughlin	130,562,000	143,758,000	10.1%
Mesquite	26,101,000	29,367,000	12.5%
County balance	440,046,000	506,959,000	15.2%
Washoe County	276,371,000	279,784,000	1.2%
Lake Tahoe*	109,018,000	108,147,000	(0.8%)
Elko County	58,919,000	60,785,000	3.2%
Carson Valley Area	27,863,000	30,408,000	9.1%
All other counties	32,892,000	36,393,000	10.6%
TOTAL (State)	\$2,479,816,000	\$2,642,337,000	6.6%

*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	2002	2003	PERCENT CHANGE
October	3,563,399	3,708,376	4.1%
November	3,105,815	3,402,428	9.6%
December	3,129,301	3,363,963	7.5%
MONTH	2003	2004	PERCENT CHANGE
January	3,228,902	3,415,339	5.8%
February	3,125,471	3,544,164	13.4%
March	3,587,422	4,190,826	16.8%
April	3,307,726	4,076,185	23.2%
May	3,455,353	4,082,333	18.1%
June	3,570,039	4,086,865	14.5%
July	3,768,448	4,257,745	13.0%
August	3,764,074	4,200,675	11.6%
September	3,417,084	3,892,466	13.9%
TOTAL	41,023,034	46,221,365	12.7%

Third Quarter 2004 Area Highlights

AREA	2003	2004	PERCENT CHANGE
McCarran Int. (Las Vegas)	9,442,135	10,724,567	13.6%
Reno/Tahoe Int.	1,255,308	1,348,197	7.4%
North Las Vegas	161,228	175,650	8.9%
Laughlin/Bullhead Int.	37,518	48,174	28.4%
Elko Airport	39,049	34,444	(11.8%)
Henderson Exec. Airport	14,368	19,854	38.2%
TOTAL (State)	10,949,606	12,350,886	12.8%

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	2002	2003	PERCENT CHANGE
October	2,507,870	2,447,412††	(2.4%)
November	2,280,523	2,197,551††	(3.6%)
December	1,599,558*	2,316,728	44.8%

MONTH	2003	2004	PERCENT CHANGE
January	1,294,131*††	2,231,309	72.4%
February	1,504,901‡	2,218,828	47.4%
March	1,730,333††	2,579,778	49.1%
April	1,672,110††	2,453,796	46.7%
May	1,992,927††	2,618,141	31.4%
June	2,152,049††	2,761,906	28.3%
July	2,348,245††	3,185,831	35.7%
August	2,845,157††	3,201,062	12.5%
September	2,422,030††	2,263,474°	(6.5%)
TOTAL	24,349,834	30,475,816	25.2%

Third Quarter 2004 Area Highlights

AREA	2003	2004	PERCENT CHANGE
I-15 at Primm/Jean	1,688,703	1,971,351	16.7%
I-15 at Mesquite	1,029,685	1,111,229	7.9%
I-80 at Verdi	1,602,569	1,611,024	0.5%
I-80 at Wells	—†	156,786	—
All other entry points	3,294,475‡	3,799,977	15.3%
TOTAL (State)	7,615,432††	8,650,367	13.6%

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 totals for December 2002 and part of January 2003 do not contain any data.

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

‡Due to road construction and counter failures, various other entry point traffic totals for January through November 2003 do not contain any data.

°Due to road construction on Hwy 50 at South Lake Tahoe, the traffic totals for September 2004 does not contain any data.

Park Usage

The number of people visiting state and nearby national parks.

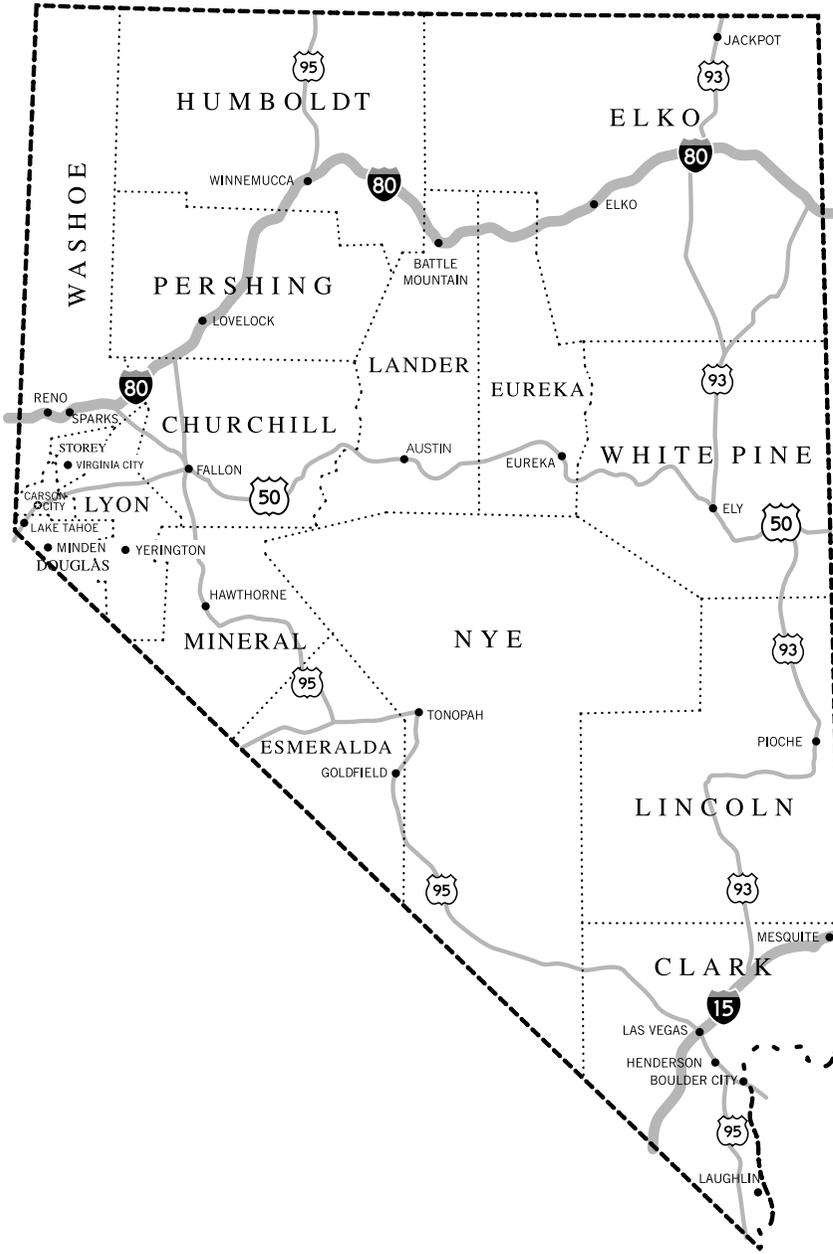
MONTH	2002	2003	PERCENT CHANGE
October	2,076,567	2,161,207	4.1%
November	1,320,066	1,356,823	2.8%
December	1,118,913	1,120,226	0.1%

MONTH	2003	2004	PERCENT CHANGE
January	1,313,102	1,244,715	(5.2%)
February	1,233,561	1,246,165	1.0%
March	1,622,912	1,926,576	18.7%
April	2,043,653	2,366,660	15.8%
May	2,656,495	2,613,466	(1.6%)
June	3,124,419	3,080,424	(1.4%)
July	3,312,193	3,405,503	2.8%
August	3,441,672	3,157,924	(8.2%)
September	2,629,267	2,704,026	2.8%
TOTAL	25,892,820	26,383,715	1.9%

Third Quarter 2004 Area Highlights

AREA	2003	2004	PERCENT CHANGE
Nevada State Parks	1,324,365	1,294,273	(2.3%)
Great Basin Nat. Park	43,863	38,637	(11.9%)
Lake Mead Nat. Rec. Area	2,609,565	2,496,180	(4.3%)
Hoover Dam Visitor Center	268,945	249,908	(7.1%)
Red Rock Canyon	142,119	126,804	(10.8%)
Grand Canyon Nat. Park	1,648,393	1,721,925	4.5%
Zion Nat. Park	895,886	1,004,720	12.1%
Bryce Canyon Nat. Park	629,380	657,387	4.5%
Death Valley Nat. Park	243,323	197,791	(18.7%)
Yosemite Nat. Park	1,577,293	1,479,828	(6.2%)
TOTAL (All Parks)	9,383,132	9,267,453	(1.2%)

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.virtualtahoe.com

Las Vegas Convention & Visitors Authority

3150 Paradise Rd., Las Vegas, NV 89109-9096
702-892-0711 • 877-847-4858
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

2003 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