



NEVADA
COMMISSION
ON TOURISM

Discover *the* Facts

FOURTH 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	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%
October	4,230,163	4,460,877	5.5%
November	3,810,779	3,852,131	1.1%
December	3,694,924	3,807,705	3.1%
TOTAL	48,603,237	50,549,455	4.0%

Fourth Quarter 2004 Area Highlights

AREA	2003	2004	PERCENT CHANGE
Clark County:			
Las Vegas	8,733,690	9,117,792	4.4%
Laughlin	938,980	889,139	(5.3%)
Mesquite	387,087	414,709	7.1%
Washoe County	1,117,258	1,121,896	0.4%
All other counties	558,851	577,177	3.3%
TOTAL (State)	11,735,866	12,120,713	3.3%

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	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	387,915	(20.4%)
July	308,973	316,594	2.5%
August	610,258	391,694	(35.8%)
September	337,330	580,883	72.2%
October	620,304	677,963	9.3%
November	561,819	545,773	(2.9%)
December	177,543	185,436	4.4%
TOTAL	6,404,234	6,669,222	4.1%

Fourth Quarter 2004 Area Highlights

AREA	2003	2004	PERCENT CHANGE
Clark County:			
Las Vegas	1,188,103	1,217,277	2.5%
Laughlin	48,065	45,838	(4.6%)
Washoe County	41,280	46,942	13.7%
All other counties	82,218	99,115	20.6%
TOTAL (State)	1,359,666	1,409,172	3.6%

Occupancy Level

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

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	87.5%	86.4%	(1.1)
September	80.4%	86.8%	6.4
October	83.3%	87.8%	4.5
November	76.3%	78.1%	1.8
December	71.3%	72.7%	1.4
MONTHLY AVG	80.9%	83.9%	3.0

Fourth Quarter 2004 Area Highlights

AREA	2003	2004	NET CHANGE
Clark County:			
Las Vegas	82.1%	85.5%	3.4
Laughlin	74.0%	70.9%	(3.1)
Mesquite	76.7%	85.4%	8.7
Lake Tahoe*	70.6%	70.1%	(0.5)
Washoe County	60.9%	62.7%	1.8
All other counties	51.4%	50.4%	(1.0)
QUARTER AVG (State)	76.9%	79.5%	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	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	4,676,711	4,717,435	0.9%
August	4,792,795	4,717,465	(1.6%)
September	4,272,665	4,596,605	7.6%
October	4,555,030	4,803,262	5.5%
November	4,050,363	4,125,354	1.9%
December	3,939,983	4,045,614	2.7%
TOTAL	52,095,126	54,343,963	4.3%

Fourth Quarter 2004 Area Highlights

AREA	2003	2004	PERCENT CHANGE
Clark County:			
Las Vegas	9,766,781	10,205,491	4.5%
Laughlin	736,054	700,551	(4.8%)
Mesquite	206,628	216,474	4.8%
Lake Tahoe*	153,233	153,170	0.0%
Washoe County	1,136,861	1,146,018	0.8%
All other counties	545,819	552,527	1.2%
TOTAL (State)	12,545,376	12,974,231	3.4%

*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	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	175,923	(0.5%)
August	176,790	176,212	(0.3%)
September	177,076	176,439	(0.4%)
October	176,480	176,439	0.0%
November	177,044	176,165	(0.5%)
December	178,207	179,412	0.7%
END OF PERIOD	178,207	179,412	0.7%

Fourth Quarter 2004 Area Highlights

AREA	2003	2004	PERCENT CHANGE
Clark County:			
Las Vegas	130,482	131,503	0.8%
Laughlin	10,817	10,743	(0.7%)
Mesquite	2,894	2,671	(7.7%)
Lake Tahoe*	2,353	2,374	0.9%
Washoe County	20,108	20,198	0.4%
All other counties	11,553	11,923	3.2%
END OF PERIOD (State)	178,207	179,412	0.7%

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of December 31, 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	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	1,177,379	16.1%
October	1,126,403	1,179,829	4.7%
November	1,034,928	1,216,917	17.6%
December	1,136,821	1,446,190	27.2%
TOTAL	\$12,171,041	\$14,341,889	17.8%

Fourth Quarter 2004 Area Highlights

AREA	2003	2004	PERCENT CHANGE
Clark County	\$2,831,340	\$3,356,026	18.5%
Washoe County	294,482	322,480	9.5%
Douglas County*	81,003	64,020	(21.0%)
Elko County	40,554	42,229	4.1%
Carson City	14,320	16,219	13.3%
All other counties	36,453	41,962	15.1%
TOTAL (State)	\$3,298,152	\$3,842,936	16.5%

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	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%
October	819,547,000	924,863,000	12.9%
November	763,844,000	862,149,000	12.9%
December	767,570,000	852,477,000	11.1%
TOTAL	\$9,625,956,000	\$10,560,832,000	9.7%

Fourth Quarter 2004 Area Highlights

AREA	2003	2004	PERCENT CHANGE
Clark County:	\$1,931,354,000	\$2,197,008,000	13.8%
Strip	1,175,871,000	1,353,443,000	15.1%
Downtown	158,568,000	163,905,000	3.4%
Laughlin	132,490,000	142,517,000	7.6%
Mesquite	27,964,000	31,742,000	13.5%
County balance	436,461,000	505,401,000	15.8%
Washoe County	235,767,000	246,067,000	4.4%
Lake Tahoe*	76,387,000	73,114,000	(4.3%)
Elko County	50,084,000	57,052,000	13.9%
Carson Valley Area	25,507,000	28,629,000	12.2%
All other counties	31,862,000	37,619,000	18.1%
TOTAL (State)	\$2,350,961,000	\$2,639,489,000	12.3%

*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	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	4,086,823	14.5%
July	3,768,448	4,257,745	13.0%
August	3,764,074	4,200,675	11.6%
September	3,417,084	3,892,548	13.9%
October	3,708,376	4,148,764	11.9%
November	3,402,428	3,843,258	13.0%
December	3,363,963	3,772,994	12.2%
TOTAL	41,699,286	47,511,654	13.9%

Fourth Quarter 2004 Area Highlights

AREA	2003	2004	PERCENT CHANGE
McCarran Int. (Las Vegas)	9,155,958	10,357,019	13.1%
Reno/Tahoe Int.	1,105,985	1,188,013	7.4%
North Las Vegas	122,591	114,666	(6.5%)
Laughlin/Bullhead Int.	40,019	50,417	26.0%
Elko Airport	36,800	37,841	2.8%
Henderson Exec. Airport	13,414	17,060	27.2%
TOTAL (State)	10,474,767	11,765,016	12.3%

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	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%)
October	2,447,412†‡	2,103,318°	(14.1%)
November	2,197,551†‡	1,956,739°	(11.0%)
December	2,316,728	2,029,800°	(12.4%)
TOTAL	24,923,574*†‡	29,603,982	18.8%

Fourth Quarter 2004 Area Highlights

AREA	2003	2004	PERCENT CHANGE
I-15 at Primm/Jean	1,729,737	1,754,564	1.4%
I-15 at Mesquite	973,336	1,037,823	6.6%
I-80 at Verdi	1,207,369	1,236,297	2.4%
I-80 at Wells	99,326†	221,757	123.3%
All other entry points	2,951,923	1,839,416°	(37.7%)
TOTAL (State)	6,961,691	6,089,857°	(12.5%)

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 January 2003 does 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 through December 2004 do not contain any data.

Park Usage

The number of people visiting state and nearby national parks.

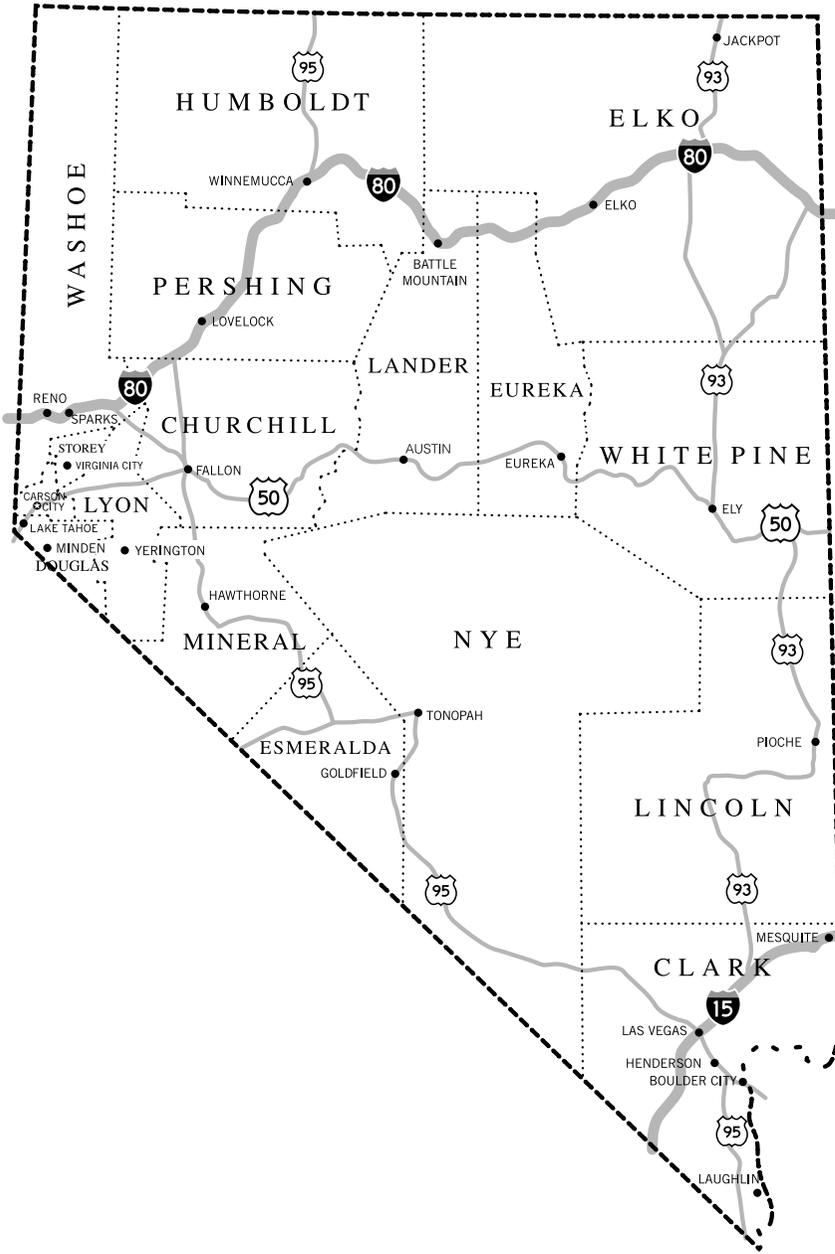
MONTH	2003	2004	PERCENT CHANGE
January	1,313,102	1,244,715	(5.2%)
February	1,233,561	1,246,165	1.0%
March	1,622,912	1,926,576	18.7%
April	2,043,653	2,366,660	15.8%
May	2,656,495	2,613,466	(1.6%)
June	3,124,419	3,080,424	(1.4%)
July	3,312,193	3,405,503	2.8%
August	3,441,672	3,159,894	(8.2%)
September	2,629,267	2,706,339	2.9%
October	2,161,207	2,017,171	(6.7%)
November	1,356,823	1,247,592	(8.1%)
December	1,150,066	1,117,008	(2.9%)
TOTAL	26,045,370	26,131,513	0.3%

Fourth Quarter 2004 Area Highlights

AREA	2003	2004	PERCENT CHANGE
Nevada State Parks	452,013	426,198	(5.7%)
Great Basin Nat. Park	10,565	8,941	(15.4%)
Lake Mead Nat. Rec. Area	1,515,176	1,476,962	(2.5%)
Hoover Dam Visitor Center	211,057	192,017	(9.0%)
Red Rock Canyon	192,704	181,602	(5.8%)
Grand Canyon Nat. Park	804,467	794,148	(1.3%)
Zion Nat. Park	431,987	423,151	(2.1%)
Bryce Canyon Nat. Park	241,506	242,006	0.2%
Death Valley Nat. Park	222,549	130,175*	(41.5%)
Yosemite Nat. Park	586,072	506,571	(13.6%)
TOTAL (All Parks)	4,668,096	4,381,771	(6.1%)

*Due to the closure of a primary road to Death Valley.

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

2004 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 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