



NEVADA
COMMISSION
ON TOURISM

Discover *the* Facts

FIRST QUARTER
2005 VOLUME XIII

A Digest of Statistical Information on the Nevada Tourism Industry



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A Quarterly Report Published by :
Nevada Commission on Tourism

Research and Analysis

David Peterson
Casandra Mellow

Graphic Designer

Margie Enlow

Address

401 North Carson Street
Carson City, NV 89701

Phone

775.687.4322
800.237.0774

Fax

775.687.6779

Website

www.travelnevada.com



NEVADA
COMMISSION
ON TOURISM

Visitor Volume

The number of visitors to Nevada.

| MONTH | 2003 | 2004 | PERCENT CHANGE |
|------------------|-------------|-------------|-----------------------|
| 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% |

| MONTH | 2004 | 2005 | PERCENT CHANGE |
|-----------------|-------------------|-------------------|-----------------------|
| January | 4,084,046 | 4,027,885 | (1.4%) |
| February | 3,969,395 | 3,954,665 | (0.4%) |
| March | 4,505,005 | 4,567,518 | 1.4% |
| TOTAL | 49,284,384 | 50,541,077 | 2.6% |

First Quarter 2005 Area Highlights

| AREA | 2004 | 2005 | PERCENT CHANGE |
|---------------------------|-------------------|-------------------|-----------------------|
| Clark County: | | | |
| Las Vegas | 9,261,459 | 9,394,652 | 1.4% |
| Laughlin | 1,101,893 | 1,055,490 | (4.2%) |
| Mesquite | 434,729 | 423,640 | (2.6%) |
| Washoe County | 1,162,344 | 1,078,664 | (7.2%) |
| All other counties | 598,021 | 597,622 | (0.1%) |
| TOTAL (State) | 12,558,446 | 12,550,068 | (0.1%) |

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 | 2003 | 2004 | PERCENT CHANGE |
|------------------|-------------|-------------|-----------------------|
| 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% |

| MONTH | 2004 | 2005 | PERCENT CHANGE |
|-----------------|------------------|------------------|-----------------------|
| January | 874,521 | 995,551 | 13.8% |
| February | 911,438* | 580,689 | (36.3%) |
| March | 702,567 | 780,443 | 11.1% |
| TOTAL | 6,483,823 | 6,537,379 | 0.8% |

First Quarter 2005 Area Highlights

| AREA | 2004 | 2005 | PERCENT CHANGE |
|---------------------------|------------------|------------------|-----------------------|
| Clark County: | | | |
| Las Vegas | 2,145,202 | 2,165,884 | 1.0% |
| Laughlin | 44,883 | 41,992 | (6.4%) |
| Washoe County | 217,065* | 58,700 | (73.0%) |
| All other counties | 81,376 | 90,107 | 10.7% |
| TOTAL (State) | 2,488,526 | 2,356,683 | (5.3%) |

*ABC took place in February 2004 in Reno.

Occupancy Level

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

| MONTH | 2003 | 2004 | NET CHANGE |
|-----------|-------|-------|------------|
| 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% | 88.0% | 4.7 |
| November | 76.3% | 78.2% | 1.9 |
| December | 71.3% | 72.9% | 1.6 |

| MONTH | 2004 | 2005 | NET CHANGE |
|--------------------|-------|-------|------------|
| January | 78.6% | 77.3% | (1.3) |
| February | 82.4% | 84.8% | 2.4 |
| March | 88.1% | 89.6% | 1.5 |
| MONTHLY AVG | 81.7% | 84.2% | 2.5 |

First Quarter 2005 Area Highlights

| AREA | 2004 | 2005 | NET CHANGE |
|----------------------------|-------|-------|------------|
| Clark County: | | | |
| Las Vegas | 88.0% | 89.1% | 1.1 |
| Laughlin | 85.0% | 83.9% | (1.1) |
| Mesquite | 86.2% | 90.5% | 4.3 |
| Lake Tahoe* | 84.3% | 83.4% | (0.9) |
| Washoe County | 65.9% | 63.4% | (2.5) |
| All other counties | 54.7% | 59.0% | 4.3 |
| QUARTER AVG (State) | 83.1% | 83.9% | 0.8 |

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 |
|-----------|-----------|-----------|----------------|
| 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 | 4,730,484 | 1.2% |
| August | 4,792,795 | 4,717,465 | (1.6%) |
| September | 4,272,665 | 4,596,605 | 7.6% |
| October | 4,555,030 | 4,811,252 | 5.6% |
| November | 4,050,363 | 4,130,573 | 2.0% |
| December | 3,939,983 | 4,055,992 | 2.9% |

| MONTH | 2004 | 2005 | PERCENT CHANGE |
|--------------|-------------------|-------------------|----------------|
| January | 4,325,333 | 4,280,321 | (1.0%) |
| February | 4,230,753 | 4,237,962 | 0.2% |
| March | 4,841,883 | 4,960,216 | 2.4% |
| TOTAL | 52,895,731 | 54,461,294 | 3.0% |

First Quarter 2005 Area Highlights

| AREA | 2004 | 2005 | PERCENT CHANGE |
|----------------------|-------------------|-------------------|----------------|
| Clark County: | | | |
| Las Vegas | 10,382,578 | 10,518,450 | 1.3% |
| Laughlin | 836,414 | 811,634 | (3.0%) |
| Mesquite | 226,924 | 217,619 | (4.1%) |
| Lake Tahoe* | 181,596 | 178,108 | (1.9%) |
| Washoe County | 1,195,596 | 1,119,628 | (6.4%) |
| All other counties | 574,861 | 633,060 | 10.1% |
| TOTAL (State) | 13,397,969 | 13,478,499 | 0.6% |

*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.

Room Inventory

The number of hotel/motel rooms in Nevada.

| MONTH | 2003 | 2004 | PERCENT CHANGE |
|------------------|-------------|-------------|-----------------------|
| April | 175,869 | 177,136 | 0.7% |
| May | 175,811 | 177,184 | 0.8% |
| June | 177,140 | 176,644 | (0.3%) |
| July | 176,788 | 176,363 | (0.2%) |
| 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% |

| MONTH | 2004 | 2005 | PERCENT CHANGE |
|----------------------|-------------|-------------|-----------------------|
| January | 177,457 | 178,553 | 0.6% |
| February | 176,994 | 178,432 | 0.8% |
| March | 177,196 | 178,586 | 0.8% |
| END OF PERIOD | 177,196 | 178,586 | 0.8% |

First Quarter 2005 Area Highlights

| AREA | 2004 | 2005 | PERCENT CHANGE |
|------------------------------|-------------|-------------|-----------------------|
| Clark County: | | | |
| Las Vegas | 129,475 | 131,119 | 1.3% |
| Laughlin | 10,817 | 10,743 | (0.7%) |
| Mesquite | 2,894 | 2,671 | (7.7%) |
| Lake Tahoe* | 2,356 | 2,370 | 0.6% |
| Washoe County | 20,101 | 19,760 | (1.7%) |
| All other counties | 11,553 | 11,923 | 3.2% |
| END OF PERIOD (State) | 177,196 | 178,586 | 0.8% |

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of March 31, 2005.

*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 |
|-----------|-----------|-------------|----------------|
| 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 | 1,446,268 | 27.2% |

| MONTH | 2004 | 2005 | PERCENT CHANGE |
|--------------|---------------------|---------------------|----------------|
| January | 989,470 | 1,048,637 | 6.0% |
| February | 835,355 | 926,238 | 10.9% |
| March | 1,218,888 | 1,320,261 | 8.3% |
| TOTAL | \$12,590,183 | \$14,593,391 | 15.9% |

First Quarter 2005 Area Highlights

| AREA | 2004 | 2005 | PERCENT CHANGE |
|----------------------|--------------------|--------------------|----------------|
| Clark County | \$2,731,776 | \$2,968,511 | 8.7% |
| Washoe County | 193,483 | 202,494 | 4.7% |
| Douglas County* | 53,039 | 60,251 | 13.6% |
| Elko County | 31,989 | 29,382 | (8.2%) |
| Carson City | 7,230 | 8,558 | 18.4% |
| All other counties | 26,196 | 25,939 | (1.0%) |
| TOTAL (State) | \$3,043,713 | \$3,295,136 | 8.3% |

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 |
|-----------|---------------|---------------|----------------|
| 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% |

| MONTH | 2004 | 2005 | PERCENT CHANGE |
|--------------|------------------------|-------------------------|----------------|
| January | 882,374,000 | 917,137,000 | 3.9% |
| February | 876,541,000 | 909,547,000 | 3.8% |
| March | 930,336,000 | 1,031,855,000 | 10.9% |
| TOTAL | \$9,879,565,000 | \$10,731,002,000 | 8.6% |

First Quarter 2005 Area Highlights

| AREA | 2004 | 2005 | PERCENT CHANGE |
|---------------------------|------------------------|------------------------|----------------|
| Clark County: | \$2,255,956,000 | \$2,423,893,000 | 7.4% |
| Strip | 1,392,603,000 | 1,461,657,000 | 5.0% |
| Downtown | 168,512,000 | 170,792,000 | 1.4% |
| Laughlin | 163,412,000 | 171,194,000 | 4.8% |
| Mesquite | 31,943,000 | 37,005,000 | 15.8% |
| County balance | 499,486,000 | 583,245,000 | 16.8% |
| Washoe County | 240,171,000 | 231,608,000 | (3.6%) |
| Lake Tahoe* | 77,678,000 | 71,745,000 | (7.6%) |
| Elko County | 56,251,000 | 64,268,000 | 14.3% |
| Carson Valley Area | 25,714,000 | 28,645,000 | 11.4% |
| All other counties | 33,481,000 | 38,380,000 | 14.6% |
| TOTAL (State) | \$2,689,251,000 | \$2,858,539,000 | 6.3% |

*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 |
|-----------|-----------|-----------|----------------|
| 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% |

| MONTH | 2004 | 2005 | PERCENT CHANGE |
|--------------|-------------------|-------------------|----------------|
| January | 3,415,339 | 3,714,397 | 8.8% |
| February | 3,544,164 | 3,648,449 | 2.9% |
| March | 4,190,826 | 4,497,942 | 7.3% |
| TOTAL | 42,907,820 | 48,222,113 | 12.4% |

First Quarter 2005 Area Highlights

| AREA | 2004 | 2005 | PERCENT CHANGE |
|---------------------------|-------------------|-------------------|----------------|
| McCarran Int. (Las Vegas) | 9,686,404 | 10,369,786 | 7.1% |
| Reno/Tahoe Int. | 1,247,590 | 1,278,965 | 2.5% |
| North Las Vegas | 100,068 | 90,125 | (9.9%) |
| Laughlin/Bullhead Int. | 69,101 | 72,662 | 5.2% |
| Elko Airport | 34,416 | 35,498 | 3.1% |
| Henderson Exec. Airport | 12,750 | 13,752 | 7.9% |
| TOTAL (State) | 11,150,329 | 11,860,788 | 6.4% |

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 |
|-----------|-------------|------------|----------------|
| 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%) |

| MONTH | 2004 | 2005 | PERCENT CHANGE |
|--------------|-------------------|-------------------|----------------|
| January | 2,231,309 | 1,618,668‡ | (27.5%) |
| February | 2,218,828 | 1,742,027‡ | (21.5%) |
| March | 2,579,778 | 2,172,538‡ | (15.8%) |
| TOTAL | 27,424,124 | 28,107,300 | 2.5% |

First Quarter 2005 Area Highlights

| AREA | 2004 | 2005 | PERCENT CHANGE |
|------------------------|------------------|-------------------|----------------|
| I-15 at Primm/Jean | 1,565,031 | 1,563,005 | (0.1%) |
| I-15 at Mesquite | 940,020 | 907,782 | (3.4%) |
| I-80 at Verdi | 1,124,163 | 1,091,629 | (2.9%) |
| I-80 at Wells | 181,200 | 187,015 | 3.2% |
| All other entry points | 3,219,501 | 1,783,802‡ | (44.6%) |
| TOTAL (State) | 7,029,915 | 5,533,233‡ | (21.3%) |

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

*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 through March 2005 do not contain any data.

Park Usage

The number of people visiting state and nearby national parks.

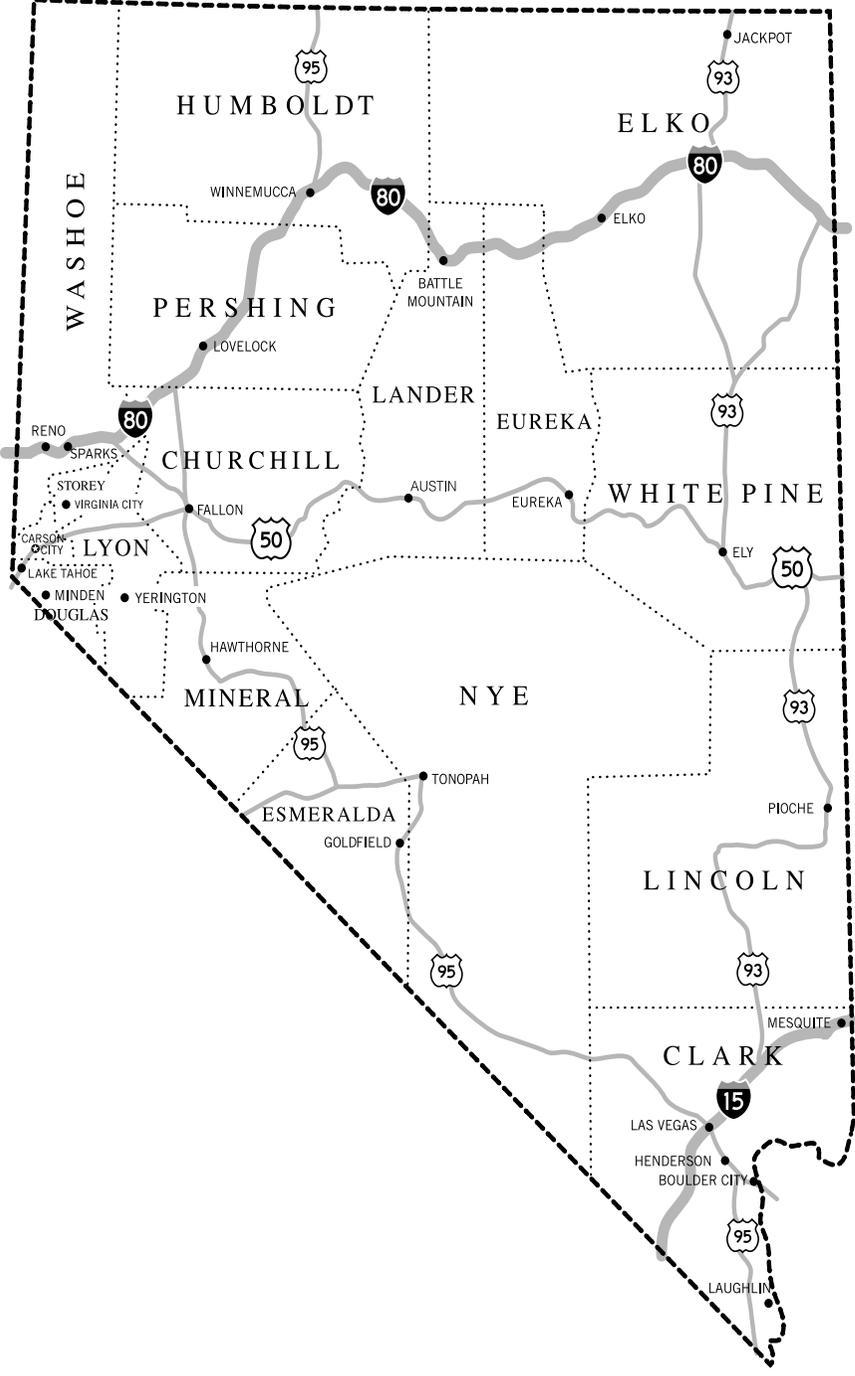
| MONTH | 2003 | 2004 | PERCENT CHANGE |
|------------------|-------------|-------------|-----------------------|
| April | 2,043,653 | 2,366,660 | 15.8% |
| May | 2,656,495 | 2,613,466 | (1.6%) |
| June | 3,124,419 | 3,080,424 | (1.4%) |
| July | 3,312,193 | 3,405,503 | 2.8% |
| August | 3,441,672 | 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%) |

| MONTH | 2004 | 2005 | PERCENT CHANGE |
|-----------------|-------------------|-------------------|-----------------------|
| January | 1,244,715 | 1,044,820 | (16.1%) |
| February | 1,246,390 | 1,161,046 | (6.8%) |
| March | 1,933,480 | 1,927,955 | (0.3%) |
| TOTAL | 26,300,380 | 25,847,878 | (1.7%) |

First Quarter 2005 Area Highlights

| AREA | 2004 | 2005 | PERCENT CHANGE |
|----------------------------------|------------------|------------------|-----------------------|
| Nevada State Parks | 499,002 | 439,075 | (12.0%) |
| Great Basin Nat. Park | 4,866 | 5,469 | 12.4% |
| Lake Mead Nat. Rec. Area | 1,744,407 | 1,631,830 | (6.5%) |
| Hoover Dam Visitor Center | 209,779 | 203,383 | (3.1%) |
| Red Rock Canyon | 221,893 | 204,606 | (7.8%) |
| Grand Canyon Nat. Park | 676,228 | 653,072 | (3.4%) |
| Zion Nat. Park | 346,202 | 334,756 | (3.3%) |
| Bryce Canyon Nat. Park | 138,740 | 115,967 | (16.4%) |
| Death Valley Nat. Park | 221,531 | 197,186 | (11.0%) |
| Yosemite Nat. Park | 361,937 | 348,477 | (3.7%) |
| TOTAL (All Parks) | 4,424,585 | 4,133,821 | (6.6%) |

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.virtuالتahoe.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 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

