



NEVADA
COMMISSION
ON TOURISM

Discover *the* Facts

FOURTH QUARTER
2005 VOLUME XIII

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	2004	2005	PERCENT CHANGE
January	4,127,894	4,065,435	(1.5%)
February	4,014,792	3,991,249	(0.6%)
March	4,555,149	4,608,276	1.2%
April	4,448,927	4,419,313	(0.7%)
May	4,438,902	4,470,016	0.7%
June	4,185,658	4,366,962	4.3%
July	4,431,556	4,578,902	3.3%
August	4,394,617	4,388,507	(0.1%)
September	4,279,338	4,271,880	(0.2%)
October	4,511,711	4,372,182	(3.1%)
November	3,899,251	4,048,174	3.8%
December	3,856,480	3,987,807	3.4%
TOTAL	51,144,274	51,568,700	0.8%

Fourth Quarter 2005 Area Highlights

AREA	2004	2005	PERCENT CHANGE
Clark County:			
Las Vegas	9,117,792	9,474,677	3.9%
Laughlin	889,139	839,592	(5.6%)
Mesquite	414,709	358,354	(13.6%)
Washoe County	1,261,638*	1,144,675	(9.3%)
All other counties	584,164	590,865	1.1%
TOTAL (State)	12,267,442	12,408,163	1.1%

*Washoe County 2004 counts have been adjusted according to an updated methodology study completed in 2005.

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	2004	2005	PERCENT CHANGE
January	874,521	998,806	14.2%
February	911,438*	584,189	(35.9%)
March	702,567	788,753	12.3%
April	527,869	608,714	15.3%
May	566,569	737,075	30.1%
June	387,915	507,964	30.9%
July	316,594	423,653	33.8%
August	391,694	442,900	13.1%
September	580,883	644,018	10.9%
October	682,418	397,654	(41.7%)
November	548,343	653,449	19.2%
December	189,436	245,387	29.5%
TOTAL	6,680,247	7,032,562	5.3%

Fourth Quarter 2005 Area Highlights

AREA	2004	2005	PERCENT CHANGE
Clark County:			
Las Vegas	1,217,277	1,078,544	(11.4%)
Laughlin	45,838	53,640	17.0%
Washoe County	46,942	39,705	(15.4%)
All other counties	110,140	124,601	13.1%
TOTAL (State)	1,420,197	1,296,490	(8.7%)

*ABC took place in February 2004 in Reno.

Occupancy Level

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

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
April	88.8%	86.9%	(1.9)
May	86.0%	85.7%	(0.3)
June	84.9%	87.6%	2.7
July	86.5%	88.6%	2.1
August	86.4%	85.2%	(1.2)
September	86.8%	85.1%	(1.7)
October	88.0%	84.4%	(3.6)
November	78.2%	80.3%	2.1
December	72.9%	76.3%	3.4
MONTHLY AVG	84.0%	84.3%	0.3

Fourth Quarter 2005 Area Highlights

AREA	2004	2005	NET CHANGE
Clark County:			
Las Vegas	85.5%	86.1%	0.6
Laughlin	70.9%	68.3%	(2.6)
Mesquite	85.4%	74.7%	(10.7)
Lake Tahoe*	70.1%	70.1%	0.0
Washoe County	62.7%	62.5%	(0.2)
All other counties	52.5%	58.4%	5.9
QUARTER AVG (State)	79.7%	80.3%	0.6

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	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%
April	4,719,360	4,721,842	0.1%
May	4,721,077	4,813,848	2.0%
June	4,500,204	4,735,823	5.2%
July	4,730,484	4,938,136	4.4%
August	4,717,465	4,771,315	1.1%
September	4,596,737	4,619,668	0.5%
October	4,811,252	4,723,160	(1.8%)
November	4,130,741	4,343,897	5.2%
December	4,056,204	4,253,635	4.9%
TOTAL	54,381,494	55,399,822	1.9%

Fourth Quarter 2005 Area Highlights

AREA	2004	2005	PERCENT CHANGE
Clark County:			
Las Vegas	10,205,491	10,571,247	3.6%
Laughlin	700,551	674,976	(3.7%)
Mesquite	216,474	184,082	(15.0%)
Lake Tahoe*	153,170	153,624	0.3%
Washoe County	1,146,398	1,096,797	(4.3%)
All other counties	576,114	639,966	11.1%
TOTAL (State)	12,998,198	13,320,692	2.5%

*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	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%
April	177,136	181,082	2.2%
May	177,184	181,139	2.2%
June	176,659	180,217	2.0%
July	176,364	179,843	2.0%
August	176,212	180,691	2.5%
September	176,453	180,988	2.6%
October	176,439	180,598	2.4%
November	176,165	180,277	2.3%
December	179,460	179,898	0.2%
END OF PERIOD	179,460	179,898	0.2%

Fourth Quarter 2005 Area Highlights

AREA	2004	2005	PERCENT CHANGE
Clark County:			
Las Vegas	131,503	133,186	1.3%
Laughlin	10,743	10,737	(0.1%)
Mesquite	2,671	2,682	0.4%
Lake Tahoe*	2,374	2,382	0.3%
Washoe County	20,246	19,006	(6.1%)
All other counties	11,923	11,905	(0.2%)
END OF PERIOD (State)	179,460	179,898	0.2%

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of December 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	2004	2005	PERCENT CHANGE
January	\$989,470	\$1,050,020	6.1%
February	835,355	927,621	11.1%
March	1,218,888	1,321,644	8.4%
April	1,172,335	1,310,701	11.8%
May	1,404,641	1,598,644	13.8%
June	1,302,444	1,498,341	15.0%
July	1,307,932	1,550,662	18.6%
August	1,093,275	1,369,689	25.3%
September	1,178,762	1,359,285	15.3%
October	1,181,212	1,334,284	13.0%
November	1,218,300	1,447,114	18.8%
December	1,447,651	1,462,519	1.0%
TOTAL	\$14,350,266	\$16,230,525	13.1%

Fourth Quarter 2005 Area Highlights

AREA	2004	2005	PERCENT CHANGE
Clark County	\$3,356,026	\$3,747,841	11.7%
Washoe County	322,480	316,611	(1.8%)
Douglas County*	64,020	66,795	4.3%
Elko County	42,229	44,853	6.2%
Carson City	16,219	17,142	5.7%
All other counties	46,190	50,675	9.7%
TOTAL (State)	\$3,847,164	\$4,243,918	10.3%

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	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%
April	827,541,000	878,217,000	6.1%
May	910,203,000	1,023,997,000	12.5%
June	854,291,000	954,218,000	11.7%
July	812,670,000	958,418,000	17.9%
August	905,082,000	989,038,000	9.3%
September	924,646,000	1,013,713,000	9.6%
October	925,323,000	1,058,418,000	14.4%
November	861,673,000	999,615,000	16.0%
December	852,091,000	907,422,000	6.5%
TOTAL	\$10,562,771,000	\$11,641,595,000	10.2%

Fourth Quarter 2005 Area Highlights

AREA	2004	2005	PERCENT CHANGE
Clark County:	\$2,196,838,000	\$2,493,372,000	13.5%
Strip	1,353,920,000	1,582,288,000	16.9%
Downtown	163,755,000	164,829,000	0.7%
Laughlin	141,985,000	146,429,000	3.1%
Mesquite	31,743,000	38,625,000	21.7%
County balance	505,435,000	561,201,000	11.0%
Washoe County	245,810,000	259,618,000	5.6%
Lake Tahoe*	73,114,000	75,708,000	3.5%
Elko County	57,052,000	62,392,000	9.4%
Carson Valley Area	28,629,000	30,979,000	8.2%
All other counties	37,644,000	43,386,000	15.3%
TOTAL (State)	\$2,639,087,000	\$2,965,455,000	12.4%

*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.

Airport Volume

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

MONTH	2004	2005	PERCENT CHANGE
January	3,415,339	3,714,276	8.8%
February	3,544,164	3,648,509	2.9%
March	4,190,826	4,499,942	7.4%
April	4,076,185	4,179,119	2.5%
May	4,082,333	4,403,670	7.9%
June	4,086,823	4,352,011	6.5%
July	4,257,745	4,580,194	7.6%
August	4,200,675	4,453,857	6.0%
September	3,892,548	4,155,265	6.8%
October	4,148,764	4,327,386	4.3%
November	3,843,258	4,060,547	5.7%
December	3,772,994	3,967,599	5.2%
TOTAL	47,511,654	50,342,375	6.0%

Fourth Quarter 2005 Area Highlights

AREA	2004	2005	PERCENT CHANGE
McCarran Int. (Las Vegas)	10,357,019	10,979,399	6.0%
Reno/Tahoe Int.	1,188,013	1,187,843	0.0%
North Las Vegas	114,666	109,058	(4.9%)
Laughlin/Bullhead Int.	50,417	36,548	(27.5%)
Elko Airport	37,841	32,094	(15.2%)
Henderson Exec. Airport	17,060	10,590	(37.9%)
TOTAL (State)	11,765,016	12,355,532	5.0%

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	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%)
April	2,453,796	2,068,600*	(15.7%)
May	2,618,141	2,133,777*	(18.5%)
June	2,761,906	2,179,454*	(21.1%)
July	3,185,831	2,947,294*	(7.5%)
August	3,201,062	2,846,506*	(11.1%)
September	2,263,474*	2,479,584	9.5%
October	2,103,318*	2,401,188	14.2%
November	1,956,739*	2,092,117	6.9%
December	2,029,800*	2,383,605	17.4%
TOTAL	29,603,982	27,065,358	(8.6%)

Fourth Quarter 2005 Area Highlights

AREA	2004	2005	PERCENT CHANGE
I-15 at Primm/Jean	1,754,564	1,823,810	3.9%
I-15 at Mesquite	1,037,823	898,969†	(13.4%)
I-80 at Verdi	1,236,297	1,221,053	(1.2%)
I-80 at Wells	221,757	225,975	1.9%
All other entry points	1,839,416*	2,707,103	47.2%
TOTAL (State)	6,089,857	6,876,910	12.9%

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

*Due to road construction on Hwy 50 at South Lake Tahoe, the traffic totals for September 2004 through August 2005 do not contain any data.

†Due to road construction on Interstate 15 at Mesquite, the traffic total for November contains partial data.

Park Usage

The number of people visiting state and nearby national parks.

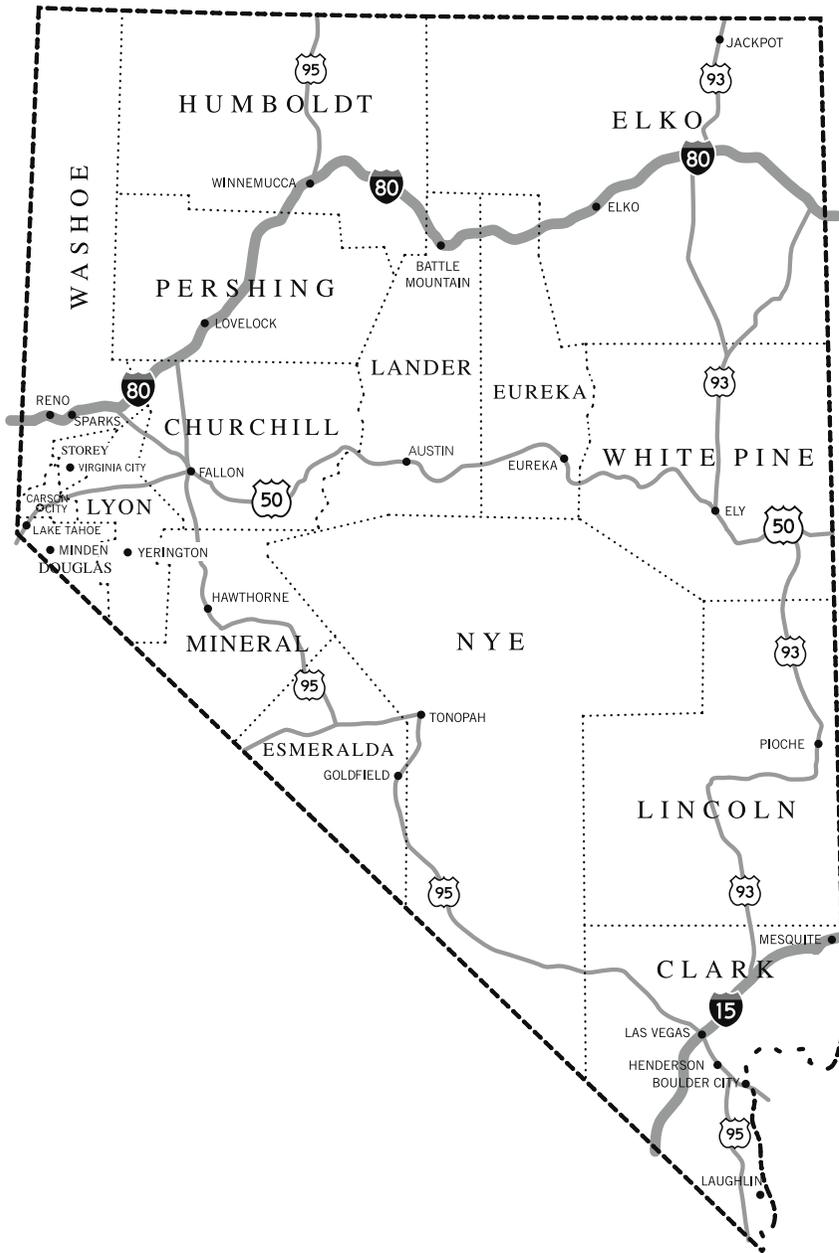
MONTH	2004	2005	PERCENT CHANGE
January	1,244,715	1,044,820	(16.1%)
February	1,246,165	1,161,046	(6.8%)
March	1,926,576	1,927,955	0.1%
April	2,366,660	2,087,150	(11.8%)
May	2,613,466	2,523,846	(3.4%)
June	3,080,424	3,314,482	7.6%
July	3,391,647	3,441,792	1.5%
August	3,150,664	3,099,089	(1.6%)
September	2,706,339	2,495,570	(7.8%)
October	2,017,171	2,118,271	5.0%
November	1,247,592	1,346,509	7.9%
December	1,117,008	1,098,319	(1.7%)
TOTAL	26,108,427	25,658,849	(1.7%)

Fourth Quarter 2005 Area Highlights

AREA	2004	2005	PERCENT CHANGE
Nevada State Parks	426,198	464,612	9.0%
Great Basin Nat. Park	8,941	9,834	10.0%
Lake Mead Nat. Rec. Area	1,476,962	1,444,911	(2.2%)
Hoover Dam Visitor Center	192,017	176,203	(8.2%)
Red Rock Canyon	181,602	204,416	12.6%
Grand Canyon Nat. Park	794,148	778,628	(2.0%)
Zion Nat. Park	423,151	422,031	(0.3%)
Bryce Canyon Nat. Park	242,006	266,997	10.3%
Death Valley Nat. Park	130,175	193,637	48.8%
Yosemite Nat. Park	506,571	601,830	18.8%
TOTAL (All Parks)	4,381,771	4,563,099	4.1%

*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.VisitLasVegas.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

2005 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

