



NEVADA  
COMMISSION  
ON TOURISM

# Discover *the* Facts

SECOND QUARTER  
2006 VOLUME XIV

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
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%

MONTH	2005	2006	PERCENT CHANGE
January	4,065,435	4,135,808	1.7%
February	3,991,249	3,958,211	(0.8%)
March	4,608,276	4,526,282	(1.8%)
April	4,419,313	4,365,357	(1.2%)
May	4,470,016	4,375,743	(2.1%)
June	4,366,962	4,228,850	(3.2%)
<b>TOTAL</b>	<b>51,294,201</b>	<b>51,237,703</b>	<b>(0.1%)</b>

## Second Quarter 2006 Area Highlights

AREA	2005	2006	PERCENT CHANGE
<b>Clark County:</b>			
Las Vegas	9,883,477	9,800,118	(0.8%)
Laughlin	1,001,111	860,560	(14.0%)
Mesquite	433,786	415,679	(4.2%)
<b>Washoe County</b>	1,306,664	1,275,976	(2.3%)
<b>All other counties</b>	631,252	617,617	(2.2%)
<b>TOTAL (State)</b>	<b>13,256,290</b>	<b>12,969,950</b>	<b>(2.2%)</b>

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.*

<b>MONTH</b>	<b>2004</b>	<b>2005</b>	<b>PERCENT CHANGE</b>
<b>July</b>	316,594	423,653	33.8%
<b>August</b>	391,694	442,900	13.1%
<b>September</b>	580,883	644,018	10.9%
<b>October</b>	682,418	397,654	(41.7%)
<b>November</b>	548,343	653,449	19.2%
<b>December</b>	189,436	245,387	29.5%

<b>MONTH</b>	<b>2005</b>	<b>2006</b>	<b>PERCENT CHANGE</b>
<b>January</b>	998,806	817,910	(18.1%)
<b>February</b>	584,189	870,171	49.0%
<b>March</b>	788,753	873,525	10.7%
<b>April</b>	608,714	638,664	4.9%
<b>May</b>	737,075	510,895	(30.7%)
<b>June</b>	507,964	610,078	20.1%
<b>TOTAL</b>	<b>6,934,869</b>	<b>7,128,304</b>	<b>2.8%</b>

## Second Quarter 2006 Area Highlights

<b>AREA</b>	<b>2005</b>	<b>2006</b>	<b>PERCENT CHANGE</b>
<b>Clark County:</b>			
<b>Las Vegas</b>	1,599,184	1,468,680	(8.2%)
<b>Laughlin</b>	53,052	67,402	27.1%
<b>Washoe County</b>	82,115	55,937	(31.9%)
<b>All other counties</b>	119,402	167,618	40.4%
<b>TOTAL (State)</b>	<b>1,853,753</b>	<b>1,759,637</b>	<b>(5.1%)</b>

# Occupancy Level

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

<b>MONTH</b>	<b>2004</b>	<b>2005</b>	<b>NET CHANGE</b>
<b>July</b>	86.5%	88.6%	2.1
<b>August</b>	86.4%	85.2%	(1.2)
<b>September</b>	86.8%	85.1%	(1.7)
<b>October</b>	88.0%	84.4%	(3.6)
<b>November</b>	78.2%	80.3%	2.1
<b>December</b>	72.9%	76.3%	3.4

<b>MONTH</b>	<b>2005</b>	<b>2006</b>	<b>NET CHANGE</b>
<b>January</b>	77.3%	80.0%	2.7
<b>February</b>	84.8%	85.5%	0.7
<b>March</b>	89.6%	88.6%	(1.0)
<b>April</b>	86.9%	87.9%	1.0
<b>May</b>	85.7%	85.5%	(0.2)
<b>June</b>	87.6%	85.2%	(2.4)
<b>MONTHLY AVG</b>	84.2%	84.4%	0.2

## Second Quarter 2006 Area Highlights

<b>AREA</b>	<b>2005</b>	<b>2006</b>	<b>NET CHANGE</b>
<b>Clark County:</b>			
<b>Las Vegas</b>	91.4%	91.2%	(0.2)
<b>Laughlin</b>	80.1%	76.5%	(3.6)
<b>Mesquite</b>	90.1%	86.9%	(3.2)
<b>Lake Tahoe*</b>	75.9%	71.6%	(4.3)
<b>Washoe County</b>	68.7%	71.9%	3.2
<b>All other counties</b>	71.9%	63.5%	(8.4)
<b>QUARTER AVG (State)</b>	86.7%	86.2%	(0.5)

*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
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%

MONTH	2005	2006	PERCENT CHANGE
January	4,280,519	4,429,545	3.5%
February	4,238,015	4,260,375	0.5%
March	4,960,237	4,901,315	(1.2%)
April	4,721,842	4,706,680	(0.3%)
May	4,815,305	4,745,687	(1.4%)
June	4,735,772	4,596,478	(2.9%)
<b>TOTAL</b>	<b>54,794,573</b>	<b>55,289,891</b>	<b>0.9%</b>

## Second Quarter 2006 Area Highlights

AREA	2005	2006	PERCENT CHANGE
<b>Clark County:</b>			
Las Vegas	11,096,117	11,026,113	(0.6%)
Laughlin	783,347	746,694	(4.7%)
Mesquite	222,830	212,133	(4.8%)
Lake Tahoe*	164,061	155,100	(5.5%)
Washoe County	1,226,674	1,220,685	(0.5%)
All other counties	779,890	688,121	(11.8%)
<b>TOTAL (State)</b>	<b>14,272,919</b>	<b>14,048,846</b>	<b>(1.6%)</b>

\*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.*

<b>MONTH</b>	<b>2004</b>	<b>2005</b>	<b>PERCENT CHANGE</b>
<b>July</b>	176,364	179,843	2.0%
<b>August</b>	176,212	180,691	2.5%
<b>September</b>	176,453	180,988	2.6%
<b>October</b>	176,439	180,598	2.4%
<b>November</b>	176,165	180,277	2.3%
<b>December</b>	179,460	179,898	0.2%

<b>MONTH</b>	<b>2005</b>	<b>2006</b>	<b>PERCENT CHANGE</b>
<b>January</b>	178,562	178,654	0.1%
<b>February</b>	178,457	177,919	(0.3%)
<b>March</b>	178,622	178,373	(0.1%)
<b>April</b>	181,068	178,487	(1.4%)
<b>May</b>	181,171	179,153	(1.1%)
<b>June</b>	180,224	179,856	(0.2%)
<b>END OF PERIOD</b>	180,224	179,856	(0.2%)

## Second Quarter 2006 Area Highlights

<b>AREA</b>	<b>2005</b>	<b>2006</b>	<b>PERCENT CHANGE</b>
<b>Clark County:</b>			
<b>Las Vegas</b>	132,663	133,347	0.5%
<b>Laughlin</b>	10,743	10,698	(0.4%)
<b>Mesquite</b>	2,676	2,683	0.3%
<b>Lake Tahoe*</b>	2,384	2,382	(0.1%)
<b>Washoe County</b>	19,835	18,841	(5.0%)
<b>All other counties</b>	11,923	11,905	(0.2%)
<b>END OF PERIOD (State)</b>	180,224	179,856	(0.2%)

*Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of June 30, 2006.*

\*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
July	\$1,307,932	\$1,550,662	18.6%
August	1,093,275	1,369,689	25.3%
September	1,178,762	1,359,830	15.4%
October	1,181,212	1,334,793	13.0%
November	1,218,300	1,447,540	18.8%
December	1,447,651	1,462,815	1.1%

MONTH	2005	2006	PERCENT CHANGE
January	1,050,020	1,327,528	26.4%
February	927,621	1,147,611	23.7%
March	1,321,644	1,232,947	(6.7%)
April	1,310,701	1,627,597	24.2%
May	1,598,644	1,696,430	6.1%
June	1,498,341	1,722,115	14.9%
<b>TOTAL</b>	<b>\$15,134,104</b>	<b>\$17,279,556</b>	<b>14.2%</b>

## Second Quarter 2006 Area Highlights

AREA	2005	2006	PERCENT CHANGE
Clark County	\$4,036,063	\$4,652,994	15.3%
Washoe County	228,772	250,824	9.6%
Douglas County*	59,319	53,361	(10.0%)
Elko County	32,054	36,380	13.5%
Carson City	10,445	10,367	(0.7%)
All other counties	41,033	42,215	2.9%
<b>TOTAL (State)</b>	<b>\$4,407,687</b>	<b>\$5,046,142</b>	<b>14.5%</b>

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
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%

MONTH	2005	2006	PERCENT CHANGE
January	917,127,000	1,141,176,000	24.4%
February	909,524,000	1,026,293,000	12.8%
March	1,031,534,000	1,062,940,000	3.0%
April	878,295,000	989,793,000	12.7%
May	1,033,193,000	1,126,598,000	9.0%
June	954,172,000	921,077,000	(3.5%)
<b>TOTAL</b>	<b>\$11,005,330,000</b>	<b>\$12,194,501,000</b>	<b>10.8%</b>

## Second Quarter 2006 Area Highlights

AREA	2005	2006	PERCENT CHANGE
<b>Clark County:</b>	\$2,390,365,000	\$2,544,556,000	6.5%
Strip	1,480,229,000	1,574,972,000	6.4%
Downtown	161,447,000	155,242,000	(3.8%)
Laughlin	154,364,000	154,602,000	0.2%
Mesquite	34,113,000	37,625,000	10.3%
County balance	560,212,000	622,115,000	11.1%
<b>Washoe County</b>	259,688,000	269,239,000	3.7%
Lake Tahoe*	77,152,000	82,101,000	6.4%
Elko County	65,388,000	66,260,000	1.3%
Carson Valley Area	31,714,000	30,790,000	(2.9%)
All other counties	41,353,000	44,522,000	7.7%
<b>TOTAL (State)</b>	<b>\$2,865,660,000</b>	<b>\$3,037,468,000</b>	<b>6.0%</b>

\*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
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	6.7%
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%

MONTH	2005	2006	PERCENT CHANGE
January	3,714,276	3,927,406	5.7%
February	3,648,509	3,819,848	4.7%
March	4,499,942	4,566,648	1.5%
April	4,179,119	4,354,664	4.2%
May	4,403,670	4,385,400	(0.4%)
June	4,352,011	4,399,252	1.1%
<b>TOTAL</b>	<b>48,913,511</b>	<b>50,998,066</b>	<b>4.3%</b>

## Second Quarter 2006 Area Highlights

AREA	2005	2006	PERCENT CHANGE
McCarran Int. (Las Vegas)	11,421,919	11,678,804	2.2%
Reno/Tahoe Int.	1,267,146	1,265,078	(0.2%)
North Las Vegas	151,081	129,811	(14.1%)
Laughlin/Bullhead Int.	40,606	38,653	(4.8%)
Elko Airport	40,698	16,304	(59.9%)
Henderson Exec. Airport	13,350	10,666	(20.1%)
<b>TOTAL (State)</b>	<b>12,934,800</b>	<b>13,139,316</b>	<b>1.6%</b>

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
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%

MONTH	2005	2006	PERCENT CHANGE
January	1,618,668*	2,137,880	32.1%
February	1,742,027*	2,120,926	21.8%
March	2,172,538*	2,283,057	5.1%
April	2,068,600*	2,344,089	13.3%
May	2,133,777*	2,279,376	6.8%
June	2,179,454*	2,533,404	16.2%
<b>TOTAL</b>	<b>26,655,288</b>	<b>28,849,026</b>	<b>8.2%</b>

## Second Quarter 2006 Area Highlights

AREA	2005	2006	PERCENT CHANGE
I-15 at Primm/Jean	1,847,163	1,845,243	(0.1%)
I-15 at Mesquite	1,081,142	1,096,072	1.4%
I-80 at Verdi	1,306,393	1,301,023	(0.4%)
I-80 at Wells	262,748	289,926	10.3%
All other entry points	1,884,385*	2,624,605	39.3%
<b>TOTAL (State)</b>	<b>6,381,831</b>	<b>7,156,869</b>	<b>12.1%</b>

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.

# Park Usage

The number of people visiting state and nearby national parks.

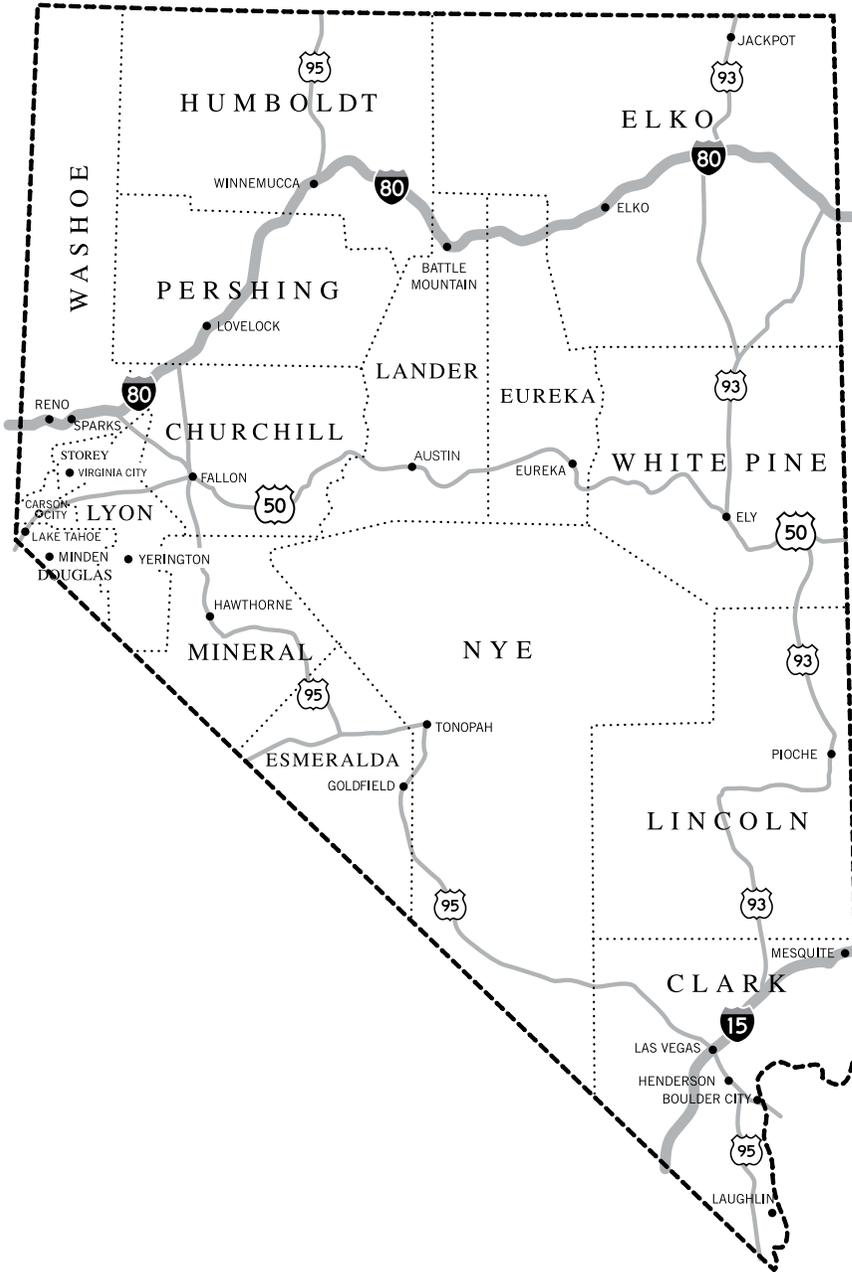
MONTH	2004	2005	PERCENT CHANGE
July	3,391,647	3,441,792	1.5%
August	3,150,664	3,099,089	(1.6%)
September	2,706,339	2,495,570	(7.8%)
October	2,017,171	2,118,271	5.0%
November	1,247,592	1,346,509	7.9%
December	1,117,008	1,098,319	(1.7%)

MONTH	2005	2006	PERCENT CHANGE
January	1,044,820	1,232,189	17.9%
February	1,161,046	1,232,886	6.2%
March	1,928,365	1,645,140	(14.7%)
April	2,087,150	2,165,661	3.8%
May	2,523,846	2,543,464	0.8%
June	3,270,644	2,973,663	(9.1%)
<b>TOTAL</b>	<b>25,646,292</b>	<b>25,392,553</b>	<b>(1.0%)</b>

## Second Quarter 2006 Area Highlights

AREA	2005	2006	PERCENT CHANGE
Nevada State Parks	987,874	968,512	(2.0%)
Great Basin Nat. Park	24,073	27,509	14.3%
Lake Mead Nat. Rec. Area	2,573,827	2,364,821	(8.1%)
Hoover Dam Visitor Center	249,481	232,542	(6.8%)
Red Rock Canyon	199,243	202,495	1.6%
Grand Canyon Nat. Park	1,395,794	1,401,211	0.4%
Zion Nat. Park	859,222	877,341	2.1%
Bryce Canyon Nat. Park	468,884	485,552	3.6%
Death Valley Nat. Park	188,511	207,078	9.8%
Yosemite Nat. Park	934,731	915,727	(2.0%)
<b>TOTAL (All Parks)</b>	<b>7,881,640</b>	<b>7,682,788</b>	<b>(2.5%)</b>

# 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](http://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](http://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](http://www.elkocva.com)

## **Elko Regional Airport**

975 Terminal Way, Elko, NV 89801  
775-777-7190 • Fax: 775-777-7193  
[www.elkocity.com](http://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](http://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](http://www.fallontourism.com)

## **Hawthorne Convention Center**

932 E St., P.O. Box 2281  
Hawthorne, NV 89415  
775-945-5854 • Fax: 775-945-3826  
[www.mineralcountychamber.com](http://www.mineralcountychamber.com)

## **Henderson Convention Center & Visitors Bureau**

200 S. Water St., Henderson, NV 89015  
702-565-2171 • Fax: 702-565-2177  
[www.visithenderson.com](http://www.visithenderson.com)

## **Lake Tahoe Visitors Authority**

1156 Ski Run Blvd., South Lake Tahoe, CA 96150  
530-544-5050 • 800-AT-TAHOE  
Fax: 530-544-2386 • [www.bluelaketahoe.com](http://www.bluelaketahoe.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](http://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](http://www.mccarran.com)

## **National Park Service**

1849 C Street NW, Washington, DC 20240  
202-208-6843 • [www.nps.gov/grba](http://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](http://www.nevadadot.com)

## **Nevada Division of State Parks**

1300 S. Curry St., Carson City, NV 89703  
775-687-4384 • [parks.nv.gov](http://parks.nv.gov)

## **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](http://www.detr.state.nv.us/es/es_index.htm)

## **Nevada Gaming Control Board**

1919 E. College Pkwy., Carson City, NV 89706  
775-687-6500 • [gaming.nv.gov](http://gaming.nv.gov)

## **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.zplace2b.com/pcco](http://www.zplace2b.com/pcco)

## **Reno-Sparks Convention & Visitors Authority**

4590 S. Virginia St., Reno, NV 89504  
775-827-RENO • 800-FOR-RENO  
Fax: 775-827-7746 • [www.visitrenotahoe.com](http://www.visitrenotahoe.com)

## **Reno/Tahoe International Airport**

2006 E. Plumb Lane, Reno, NV 89502  
P.O. Box 12490, Reno, NV 89510  
775-328-6400 • Fax: 775-328-6510  
[www.renoairport.com](http://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  
[tahoe.tahoechamber.org](http://tahoe.tahoechamber.org)

## **Tonopah Convention Center**

301 Brounger Ave., P.O. Box 408  
Tonopah, NV 89049  
775-482-3558 • Fax: 775-482-3932  
[www.tonopahnevada.com](http://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](http://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](http://www.winnemucca.org)

