



NEVADA  
COMMISSION  
ON TOURISM

# Discover *the* Facts

THIRD 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
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	4,076,789	4,157,849	2.0%
February	3,999,771	3,983,073	(0.4%)
March	4,619,014	4,552,181	(1.4%)
April	4,429,135	4,390,196	(0.9%)
May	4,480,279	4,399,452	(1.8%)
June	4,375,137	4,253,568	(2.8%)
July	4,601,579	4,483,127	(2.6%)
August	4,409,981	4,455,416	1.0%
September	4,291,788	4,336,741	1.1%
<b>TOTAL</b>	<b>51,550,915</b>	<b>51,419,764</b>	<b>(0.3%)</b>

## Third Quarter 2006 Area Highlights

AREA	2005	2006	PERCENT CHANGE
<b>Clark County:</b>			
Las Vegas	9,813,911	9,989,766	1.8%
Laughlin	988,598	821,529	(16.9%)
Mesquite	358,600	392,007	9.3%
<b>Washoe County</b>	<b>1,508,746</b>	<b>1,439,825</b>	<b>(4.6%)</b>
<b>All other counties</b>	<b>633,493</b>	<b>632,156</b>	<b>(0.2%)</b>
<b>TOTAL (State)</b>	<b>13,303,348</b>	<b>13,275,283</b>	<b>(0.2%)</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>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	639,789	5.1%
<b>May</b>	737,075	512,309	(30.5%)
<b>June</b>	507,964	611,208	20.3%
<b>July</b>	423,653	458,497	8.2%
<b>August</b>	442,900	669,691	51.2%
<b>September</b>	644,018	452,450	(29.7%)
<b>TOTAL</b>	<b>7,156,269</b>	<b>7,202,040</b>	<b>0.6%</b>

## Third 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>	1,322,582	1,397,769	5.7%
<b>Laughlin</b>	41,518	35,268	(15.1%)
<b>Washoe County</b>	50,187	55,904	11.4%
<b>All other counties</b>	96,284	91,697	(4.8%)
<b>TOTAL (State)</b>	<b>1,510,571</b>	<b>1,580,638</b>	<b>4.6%</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>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>July</b>	88.6%	87.2%	(1.4)
<b>August</b>	85.2%	86.9%	1.7
<b>September</b>	85.2%	86.7%	1.5
<b>MONTHLY AVG</b>	84.2%	84.5%	0.3

## Third 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>	89.5%	90.8%	1.3
<b>Laughlin</b>	79.8%	73.7%	(6.1)
<b>Mesquite</b>	74.8%	81.0%	6.2
<b>Lake Tahoe*</b>	90.6%	86.3%	(4.3)
<b>Washoe County</b>	77.4%	75.7%	(1.7)
<b>All other counties</b>	72.3%	74.7%	2.4
<b>QUARTER AVG (State)</b>	85.4%	86.0%	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
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%)
July	4,938,136	4,851,125	(1.8%)
August	4,771,315	4,838,058	1.4%
September	4,618,169	4,671,508	1.2%
<b>TOTAL</b>	<b>55,077,506</b>	<b>55,321,463</b>	<b>0.4%</b>

## Third Quarter 2006 Area Highlights

AREA	2005	2006	PERCENT CHANGE
<b>Clark County:</b>			
Las Vegas	10,980,358	11,141,054	1.5%
Laughlin	788,891	725,389	(8.1%)
Mesquite	184,208	200,053	8.6%
Lake Tahoe*	198,582	189,393	(4.6%)
Washoe County	1,382,429	1,287,173	(6.9%)
All other counties	793,152	817,628	3.1%
<b>TOTAL (State)</b>	<b>14,327,620</b>	<b>14,360,690</b>	<b>0.2%</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>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>July</b>	179,858	179,452	(0.2%)
<b>August</b>	180,685	179,632	(0.6%)
<b>September</b>	180,763	179,553	(0.7%)
<b>END OF PERIOD</b>	180,763	179,553	(0.7%)

## Third 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>	133,604	133,491	(0.1%)
<b>Laughlin</b>	10,743	10,698	(0.4%)
<b>Mesquite</b>	2,676	2,683	0.3%
<b>Lake Tahoe*</b>	2,382	2,395	0.6%
<b>Washoe County</b>	19,435	18,381	(5.4%)
<b>All other counties</b>	11,923	11,905	(0.2%)
<b>END OF PERIOD (State)</b>	180,763	179,553	(0.7%)

*Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of September 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
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%
July	1,550,662	1,583,503	2.1%
August	1,369,689	1,390,641	1.5%
September	1,359,830	1,353,831	(0.4%)
<b>TOTAL</b>	<b>\$15,834,316</b>	<b>\$17,327,349</b>	<b>9.4%</b>

## Third Quarter 2006 Area Highlights

AREA	2005	2006	PERCENT CHANGE
Clark County	\$3,814,337	\$3,806,884	(0.2%)
Washoe County	291,415	313,732	7.7%
Douglas County*	61,281	82,376	34.4%
Elko County	44,756	47,253	5.6%
Carson City	16,515	17,702	7.2%
All other counties	51,878	60,027	15.7%
<b>TOTAL (State)</b>	<b>\$4,280,182</b>	<b>\$4,327,974</b>	<b>1.1%</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
<b>October</b>	\$925,323,000	\$1,058,418,000	14.4%
<b>November</b>	861,673,000	999,615,000	16.0%
<b>December</b>	852,091,000	907,422,000	6.5%

MONTH	2005	2006	PERCENT CHANGE
<b>January</b>	917,127,000	1,141,176,000	24.4%
<b>February</b>	909,524,000	1,026,293,000	12.8%
<b>March</b>	1,031,534,000	1,062,940,000	3.0%
<b>April</b>	878,295,000	989,793,000	12.7%
<b>May</b>	1,033,193,000	1,126,598,000	9.0%
<b>June</b>	954,172,000	921,077,000	(3.5%)
<b>July</b>	958,483,000	1,038,761,000	8.4%
<b>August</b>	989,053,000	1,063,326,000	7.5%
<b>September</b>	1,011,894,000	984,970,000	(2.7%)
<b>TOTAL</b>	\$11,322,362,000	\$12,320,389,000	8.8%

## Third Quarter 2006 Area Highlights

AREA	2005	2006	PERCENT CHANGE
<b>Clark County:</b>	\$2,409,345,000	\$2,544,122,000	5.6%
<b>Strip</b>	1,509,548,000	1,604,293,000	6.3%
<b>Downtown</b>	157,076,000	142,307,000	(9.4%)
<b>Laughlin</b>	149,194,000	145,240,000	(2.7%)
<b>Mesquite</b>	33,081,000	35,700,000	7.9%
<b>County balance</b>	560,446,000	616,582,000	10.0%
<b>Washoe County</b>	297,415,000	294,811,000	(0.9%)
<b>Lake Tahoe*</b>	110,867,000	99,950,000	(9.8%)
<b>Elko County</b>	66,667,000	70,307,000	5.5%
<b>Carson Valley Area</b>	33,297,000	33,170,000	(0.4%)
<b>All other counties</b>	41,839,000	44,697,000	6.8%
<b>TOTAL (State)</b>	\$2,959,430,000	\$3,087,057,000	4.3%

\*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	2004	2005	PERCENT CHANGE
<b>October</b>	4,148,764	4,327,386	4.3%
<b>November</b>	3,843,258	4,060,547	5.7%
<b>December</b>	3,772,994	3,967,599	5.2%
MONTH	2005	2006	PERCENT CHANGE
<b>January</b>	3,714,276	3,927,406	5.7%
<b>February</b>	3,648,509	3,819,848	4.7%
<b>March</b>	4,499,942	4,566,648	1.5%
<b>April</b>	4,179,119	4,354,664	4.2%
<b>May</b>	4,403,670	4,385,400	(0.4%)
<b>June</b>	4,352,011	4,399,252	1.1%
<b>July</b>	4,580,194	4,619,469	0.9%
<b>August</b>	4,453,857	4,564,915	2.5%
<b>September</b>	4,155,265	4,227,189	1.7%
<b>TOTAL</b>	49,751,859	51,220,323	3.0%

## Third Quarter 2006 Area Highlights

AREA	2005	2006	PERCENT CHANGE
<b>McCarran Int. (Las Vegas)</b>	11,509,086	11,906,574	3.5%
<b>Reno/Tahoe Int.</b>	1,420,535	1,318,333	(7.2%)
<b>North Las Vegas</b>	169,204	124,725	(26.3%)
<b>Laughlin/Bullhead Int.</b>	33,841	33,840	0.0%
<b>Elko Airport</b>	42,470	15,461	(63.6%)
<b>Henderson Exec. Airport</b>	14,180	12,640	(10.9%)
<b>TOTAL (State)</b>	13,189,316	13,411,573	1.7%

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
<b>October</b>	2,103,318*	2,401,188	14.2%
<b>November</b>	1,956,739*	2,092,117	6.9%
<b>December</b>	2,029,800 *	2,383,605	17.4%

MONTH	2005	2006	PERCENT CHANGE
<b>January</b>	1,618,668*	2,137,880	32.1%
<b>February</b>	1,742,027*	2,120,926	21.8%
<b>March</b>	2,172,538*	2,283,057	5.1%
<b>April</b>	2,068,600*	2,344,089	13.3%
<b>May</b>	2,133,777*	2,279,376	6.8%
<b>June</b>	2,179,454*	2,533,404	16.2%
<b>July</b>	2,947,294	2,128,997†‡	(27.8%)
<b>August</b>	2,846,506	2,234,868†‡	(21.5%)
<b>September</b>	2,479,584	2,077,872†‡	(16.2%)
<b>TOTAL</b>	26,278,305	27,017,379	2.8%

## Third Quarter 2006 Area Highlights

AREA	2005	2006	PERCENT CHANGE
<b>I-15 at Primm/Jean</b>	2,014,191	2,044,049	1.5%
<b>I-15 at Mesquite</b>	1,121,221	1,134,585	1.2%
<b>I-80 at Verdi</b>	1,611,649	—†	(100.0%)
<b>I-80 at Wells</b>	310,634	315,036	1.4%
<b>All other entry points</b>	3,215,689	2,948,067‡	(8.3%)
<b>TOTAL (State)</b>	8,273,384	6,441,737†‡	(22.1%)

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 October 2004 through June 2005 do not contain any data.

†Due to road construction on Interstate 80 at Verdi, the traffic totals for July 2006 through September 2006 do not contain any data.

‡Due to road construction at various other entry points, the respective traffic totals for July 2006 through September 2006 do not contain any data.

# Park Usage

The number of people visiting state and nearby national parks.

MONTH	2004	2005	PERCENT CHANGE
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%)

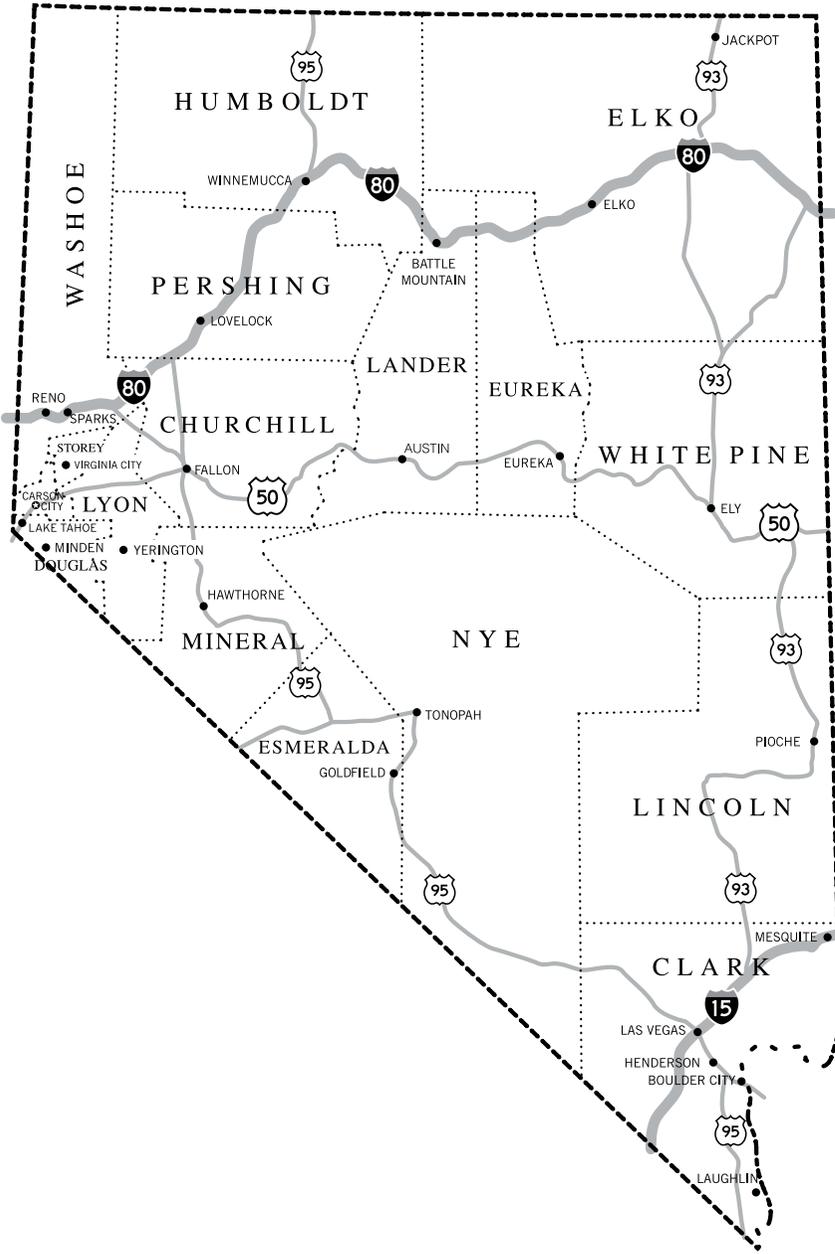
  

MONTH	2005	2006	PERCENT CHANGE
January	1,044,820	1,231,334	17.9%
February	1,161,046	1,233,323	6.2%
March	1,928,365	1,640,110	(14.9%)
April	2,087,150	2,165,745	3.8%
May	2,523,846	2,537,848	0.6%
June	3,271,724	2,974,077	(9.1%)
July	3,442,049	3,481,676	1.2%
August	3,282,415	3,234,921	(1.4%)
September	2,495,570	2,484,511	(0.4%)
<b>TOTAL</b>	<b>25,618,756</b>	<b>25,546,644</b>	<b>(0.3%)</b>

## Third Quarter 2006 Area Highlights

AREA	2005	2006	PERCENT CHANGE
Nevada State Parks	1,316,500	1,338,421	1.7%
Great Basin Nat. Park	39,031	37,188	(4.7%)
Lake Mead Nat. Rec. Area	2,361,194	2,662,866	12.8%
Hoover Dam Visitor Center	243,645	226,995	(6.8%)
Red Rock Canyon	123,795	141,844	14.6%
Grand Canyon Nat. Park	1,598,900	1,511,370	(5.5%)
Zion Nat. Park	992,556	988,424	(0.4%)
Bryce Canyon Nat. Park	653,794	555,420	(15.1%)
Death Valley Nat. Park	248,440	226,517	(8.8%)
Yosemite Nat. Park	1,642,179	1,512,063	(7.9%)
<b>TOTAL (All Parks)</b>	<b>9,220,034</b>	<b>9,201,108</b>	<b>(0.2%)</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/pccofc](http://www.zplace2b.com/pccofc)

## **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 Brouger Ave., P.O. Box 408  
Tonopah, NV 89049  
775-482-3558 • Fax: 775-482-3932  
[www.tonopahnvada.com](http://www.tonopahnvada.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)

