



NEVADA
COMMISSION
ON TOURISM

Discover *the* Facts

FOURTH QUARTER
2008 VOLUME XV

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	2006	2007	PERCENT CHANGE
January	4,368,974	4,347,573	(0.5%)
February	4,253,462	4,172,897	(1.9%)
March	4,777,233	4,904,238	2.7%
April	4,615,054	4,527,301	(1.9%)
May	4,661,849	4,604,343	(1.2%)
June	4,495,207	4,646,594	3.4%
July	4,928,844	4,915,249	(0.3%)
August	4,778,049	4,813,752	0.7%
September	4,496,234	4,558,757	1.4%
October	4,649,675	4,546,833	(2.2%)
November	4,108,089	4,170,594	1.5%
December	4,102,948	4,129,050	0.6%
TOTAL	54,235,618	54,337,181	0.2%

Fourth Quarter 2007 Area Highlights

AREA	2006	2007	PERCENT CHANGE
Clark County:			
Las Vegas	9,563,638	9,589,885	0.3%
Laughlin	713,747	683,974	(4.2%)
Mesquite	400,966	404,255	0.8%
Washoe County	1,129,361	1,105,363	(2.1%)
All other counties	1,053,000*	1,063,000*	0.9%
TOTAL (State)	12,860,712	12,846,477	(0.1%)

*All other counties visitor volume counts reflect an updated methodology, using the TravelsAmerica visitor study by TNS, effective January 2006.

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	2006	2007	PERCENT CHANGE
January	817,910	851,031	4.0%
February	870,171	980,861	12.7%
March	873,525	766,204	(12.3%)
April	639,789	592,754	(7.4%)
May	512,309	607,687	18.6%
June	611,208	508,926	(16.7%)
July	458,497	311,473	(32.1%)
August	670,014	778,561	16.2%
September	454,044	448,544	(1.2%)
October	580,999	465,114	(19.9%)
November	675,955	670,701	(0.8%)
December	212,930	167,922	(21.1%)
TOTAL	7,377,351	7,149,778	(3.1%)

Fourth Quarter 2007 Area Highlights

AREA	2006	2007	PERCENT CHANGE
Clark County:			
Las Vegas	1,240,063	1,120,744	(9.6%)
Laughlin	38,497	39,607	2.9%
Washoe County	31,259	44,231	41.5%
All other counties	160,065	99,155	(38.1%)
TOTAL (State)	1,469,884	1,303,737	(11.3%)

Occupancy Level

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

MONTH	2006	2007	NET CHANGE
January	80.1%	79.3%	(0.8%)
February	85.6%	85.2%	(0.4%)
March	88.6%	89.0%	0.4%
April	88.0%	87.9%	(0.1%)
May	85.6%	86.6%	1.0%
June	85.3%	87.4%	2.1%
July	87.8%	87.5%	(0.3%)
August	87.5%	86.9%	(0.6%)
September	87.1%	86.9%	(0.2%)
October	85.9%	86.5%	0.6%
November	81.2%	80.5%	(0.7%)
December	75.1%	75.3%	0.2%
MONTHLY AVG	84.8%	84.9%	0.1%

Fourth Quarter 2007 Area Highlights

AREA	2006	2007	NET CHANGE
Clark County:			
Las Vegas	86.9%	87.4%	0.5%
Laughlin	64.8%	63.1%	(1.7%)
Mesquite	82.9%	83.8%	0.9%
Lake Tahoe*	66.3%	63.2%	(3.1%)
Washoe County	65.2%	63.9%	(1.3%)
All other counties	51.8%	49.8%	(2.0%)
QUARTER AVG (State)	80.7%	80.8%	0.1%

The occupancy levels of Las Vegas, Laughlin, Mesquite, 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	2006	2007	PERCENT CHANGE
January	4,428,837	4,402,231	(0.6%)
February	4,262,213	4,275,962	0.3%
March	4,900,685	4,944,238	0.9%
April	4,706,139	4,723,386	0.4%
May	4,745,295	4,809,401	1.4%
June	4,596,444	4,712,052	2.5%
July	4,844,997	4,848,013	0.1%
August	4,830,618	4,804,547	(0.5%)
September	4,664,134	4,656,229	(0.2%)
October	4,753,390	4,790,194	0.8%
November	4,300,038	4,317,315	0.4%
December	4,129,048	4,168,522	1.0%
TOTAL	55,161,837	55,452,089	0.5%

Fourth Quarter 2007 Area Highlights

AREA	2006	2007	PERCENT CHANGE
Clark County:			
Las Vegas	10,607,291	10,735,700	1.2%
Laughlin	636,540	621,373	(2.4%)
Mesquite	204,624	208,059	1.7%
Lake Tahoe*	145,247	134,894	(7.1%)
Washoe County	1,001,474	1,014,908	1.3%
All other counties	587,300	561,096	(4.5%)
TOTAL (State)	13,182,476	13,276,030	0.7%

*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	2006	2007	PERCENT CHANGE
January	178,420	179,075	0.4%
February	177,783	179,328	0.9%
March	178,373	179,120	0.4%
April	178,253	179,064	0.5%
May	178,919	179,128	0.1%
June	179,678	179,668	—
July	178,069	178,715	0.4%
August	178,152	178,341	0.1%
September	178,397	178,542	0.1%
October	178,525	178,607	—
November	176,430	178,712	1.3%
December	177,393	178,656	0.7%
END OF PERIOD	177,393	178,656	0.7%

Fourth Quarter 2007 Area Highlights

AREA	2006	2007	PERCENT CHANGE
Clark County:			
Las Vegas	132,605	132,947	0.3%
Laughlin	10,660	10,696	0.3%
Mesquite	2,683	2,729	1.7%
Lake Tahoe*	2,382	2,350	(1.3%)
Washoe County	16,748	17,683	5.6%
All other counties	12,315	12,251	(0.5%)
END OF PERIOD (State)	177,393	178,656	0.7%

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of December 31, 2007.

*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	2006	2007	PERCENT CHANGE
January	\$1,327,528	\$1,479,144	11.4%
February	1,147,611	1,167,145	1.7%
March	1,232,947	1,536,132	24.6%
April	1,627,597	1,524,091	(6.4%)
May	1,696,430	1,986,120	17.1%
June	1,722,115	1,669,650	(3.0%)
July	1,583,503	1,739,775	9.9%
August	1,390,641	1,525,037	9.7%
September	1,352,474	1,536,926	13.6%
October	1,443,826	1,490,038	3.2%
November	1,587,669	1,647,835	3.8%
December	1,643,169	1,784,457	8.6%
TOTAL	\$17,755,510	\$19,086,350	7.5%

Fourth Quarter 2007 Area Highlights

AREA	2006	2007	PERCENT CHANGE
Clark County	\$4,153,329	\$4,359,193	5.0%
Washoe County	333,962	351,602	5.3%
Douglas County*	60,438	75,010	24.1%
Elko County	52,575	57,639	9.6%
Carson City	17,789	17,674	(0.6%)
All other counties	56,572	61,212	8.2%
Total (State)	\$4,674,665	\$4,922,330	5.3%

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	2006	2007	PERCENT CHANGE
January	\$1,140,819,000	\$1,117,053,000	(2.1%)
February	1,026,407,000	1,055,715,000	2.9%
March	1,063,165,000	1,054,767,000	(0.8%)
April	989,966,000	1,053,251,000	6.4%
May	1,126,549,000	1,143,679,000	1.5%
June	907,709,000	959,816,000	5.7%
July	1,039,448,000	1,146,006,000	10.3%
August	1,063,347,000	1,016,466,000	(4.4%)
September	984,973,000	1,058,349,000	7.4%
October	1,062,743,000	1,164,875,000	9.6%
November	1,140,745,000	981,124,000	(14.0%)
December	1,062,941,000	1,095,422,000	3.1%
TOTAL	\$12,608,812,000	\$12,846,523,000	1.9%

Fourth Quarter 2007 Area Highlights

AREA	2006	2007	PERCENT CHANGE
Clark County:	\$2,788,003,000	\$2,775,999,000	(0.4%)
Strip	1,784,598,000	1,772,344,000	(0.7%)
Downtown	161,997,000	158,840,000	(1.9%)
Laughlin	152,428,000	150,345,000	(1.4%)
Mesquite	45,190,000	40,934,000	(9.4%)
County balance	643,790,000	653,536,000	1.5%
Washoe County	257,155,000	246,354,000	(4.2%)
Lake Tahoe*	76,932,000	73,638,000	(4.3%)
Elko County	67,931,000	72,810,000	7.2%
Carson Valley Area	30,697,000	28,242,000	(8.0%)
All other counties	45,711,000	44,378,000	(2.9%)
TOTAL (State)	\$3,266,429,000	\$3,241,421,000	(0.8%)

*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	2006	2007	PERCENT CHANGE
January	3,935,102	4,107,566	4.4%
February	3,825,396	3,894,751	1.8%
March	4,578,758	4,721,481	3.1%
April	4,368,899	4,445,950	1.8%
May	4,399,352	4,659,196	5.9%
June	4,410,670	4,674,175	6.0%
July	4,632,419	4,802,028	3.7%
August	4,579,200	4,822,538	5.3%
September	4,244,786	4,341,997	2.3%
October	4,510,377	4,535,035	0.5%
November	4,290,606	4,216,181	(1.7%)
December	4,227,677	4,086,782	(3.3%)
TOTAL	52,003,242	53,307,680	2.5%

Fourth Quarter 2007 Area Highlights

AREA	2006	2007	PERCENT CHANGE
McCarran Int. (Las Vegas)	11,755,936	11,557,081	(1.7%)
Reno-Tahoe Int.	1,140,282	1,150,413	0.9%
North Las Vegas	64,305	45,710	(28.9%)
Laughlin/Bullhead Int.	45,874	58,962	28.5%
Elko Airport	14,043	13,656	(2.8%)
Henderson Exec. Airport	8,220	12,176	48.1%
TOTAL (State)	13,028,660	12,837,998	(1.5%)

Passenger counts may or may not include commercial, charter, and scenic tour airline 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	2006	2007	PERCENT CHANGE
January	2,137,880	1,920,324**	(10.2%)
February	2,120,926	1,844,965**	(13.0%)
March	2,283,057	2,073,797**	(9.2%)
April	2,344,089	1,873,612**	(20.1%)
May	2,279,376***	2,714,662	19.1%
June	2,533,404***	2,880,588	13.7%
July	2,128,997**,***	3,032,027	42.4%
August	2,234,868**,***	2,836,524****	26.9%
September	2,077,872**,***	2,408,292****	15.9%
October	2,043,367**	2,234,783****	9.4%
November	2,015,778**	2,467,237	22.4%
December	2,118,420**	2,447,990	15.6%
TOTAL	26,318,034	28,734,801	9.2%

Fourth Quarter 2007 Area Highlights

AREA	2006	2007	PERCENT CHANGE
I-15 at Primm/Jean	1,819,829	1,774,230	(2.5%)
I-15 at Mesquite	939,305	685,076****	(27.1%)
I-80 at Verdi	— **	1,268,616	—
I-80 at Wells	232,660	241,910	4.0%
All other entry points	3,185,771	3,180,178	(0.2%)
TOTAL (State)	6,177,565	7,150,010	15.7%

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

**Due to road construction on Interstate 80 at Verdi, the traffic totals for July 2006 through April 2007 do not contain any data.

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

****Due to road construction on Interstate 15 at Mesquite, the traffic totals for August through October 2007 do not contain any data.

Park Usage

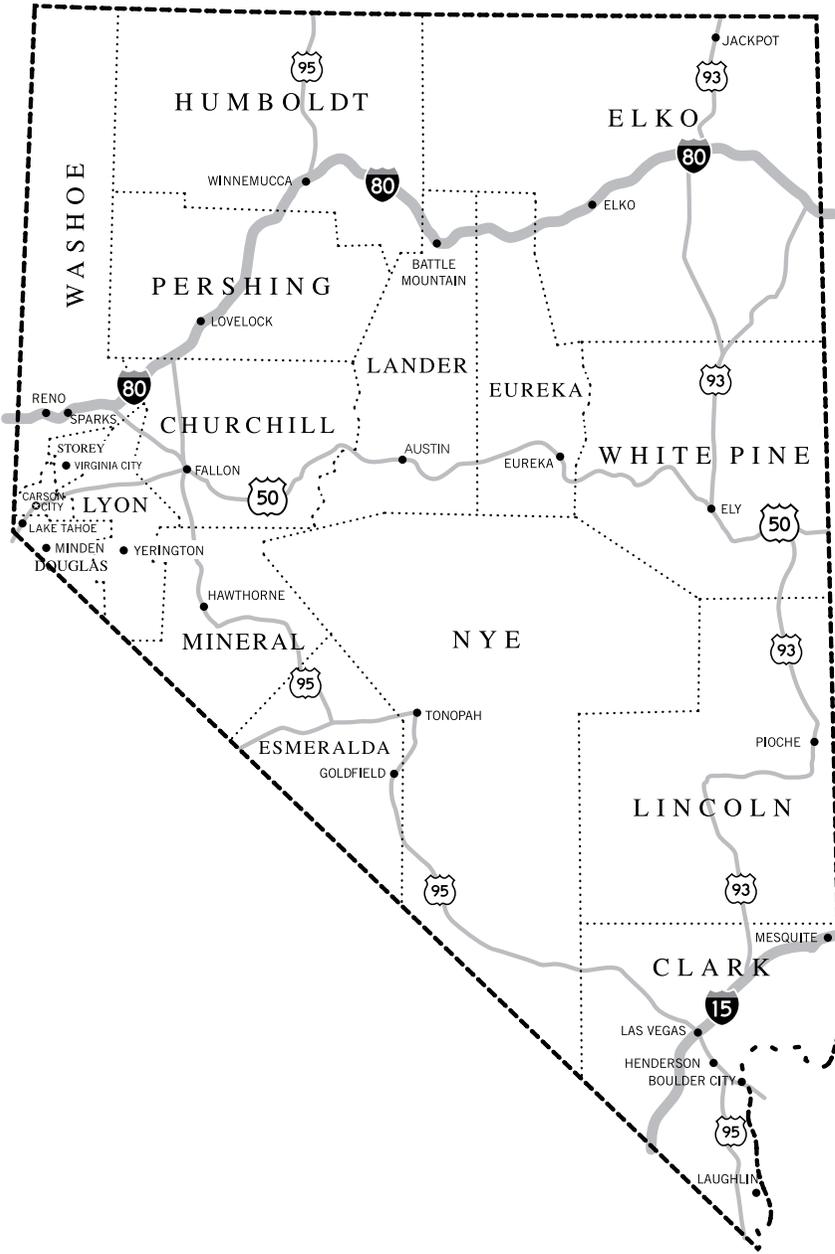
The number of people visiting state and nearby national parks.

MONTH	2006	2007	PERCENT CHANGE
January	1,232,137	1,064,904	(13.6%)
February	1,234,103	1,146,961	(7.1%)
March	1,641,532	1,745,087	6.3%
April	2,171,931	2,250,618	3.6%
May	2,537,848	2,546,432	0.3%
June	2,975,224	3,111,727	4.6%
July	3,484,032	3,579,623	2.7%
August	3,234,921	3,400,301	5.1%
September	2,490,991	2,567,514	3.1%
October	2,126,859	2,118,732	(0.4%)
November	1,359,119	1,396,251	2.7%
December	935,795	1,116,416	19.3%
TOTAL	25,424,492	26,044,566	2.4%

Fourth Quarter 2007 Area Highlights

AREA	2006	2007	PERCENT CHANGE
Nevada State Parks	476,935	437,003	(8.4%)
Great Basin Nat. Park	9,383	9,293	(1.0%)
Lake Mead Nat. Rec. Area	1,364,911	1,423,356	4.3%
Hoover Dam Visitor Center	187,282	211,579	13.0%
Red Rock Canyon	211,204	221,447	4.8%
Grand Canyon Nat. Park	790,972	802,933	1.5%
Zion Nat. Park	436,136	454,925	4.3%
Bryce Canyon Nat. Park	208,284	241,654	16.0%
Death Valley Nat. Park	146,202	210,704	44.1%
Yosemite Nat. Park	590,464	618,505	4.7%
TOTAL (All Parks)	4,421,773	4,631,399	4.7%

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.mineralcountychamber.com

Henderson Convention Center & Visitors Bureau

200 S. Water St., Henderson, NV 89015
702-565-2171 • Fax: 702-565-2177
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

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, D.C. 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 • 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

Nevada Gaming Control Board

1919 E. College Pkwy., Carson City, NV 89706
775-687-6500 • 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

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

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

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

Tonopah Convention Center

301 Brouger 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

