



NEVADA
COMMISSION
ON TOURISM

Second Quarter 2011 VOLUME XIX

A Digest of Statistical Information on the Nevada Tourism Industry

NUMBER OF VISITORS TO NEVADA

December	4,665,863	4,576,691	-1.9%
November	4,118,438	4,197,123	1.9%
October	4,124,411	4,179,846	1.3%
September	4,361,312	4,361,312	0.0%
August	4,175,696	4,105,000	-1.7%
July	4,910,243	4,185,000	-14.7%
June	4,547,530	4,619,041	1.6%
May	4,616,031	4,408,812	-4.6%
April	4,669,235	4,585,859	-1.9%
March	4,951,404	4,438,632	-10.4%
February	4,855,796	4,642,005	-4.5%
January	4,582,332	4,681,991	2.2%
TOTAL	54,181,292	52,587,500	-2.9%
County:	1,000,300	5,706,164	-82.4%
Las Vegas	786,531	3,835,251	-79.3%
Lincoln	995,323	3,000,000	-66.8%
Washoe	1,424,300	1,294,446	9.3%
Other	1,783,000	1,668,000	6.4%
Counties	14,389,533	13,387,491	7.0%

Discover the Facts

Governor

Brian Sandoval

Lt. Governor • Chair

Brian K. Krolicki

Nevada Commission on Tourism

Commissioners

Ferenc Szony, Vice Chair

Eric Bello

Chuck Bowling

Cindy L. Carano

Blaise Carrig

Bruce Dewing

Lorraine Hunt-Bono

Joe Kelley

Rossi Ralenkotter

Ryan Sheltra

Interim Director

Larry Friedman

A Quarterly Report Published by:

Nevada Commission on Tourism

Research and Analysis

David Peterson

Address

401 North Carson Street

Carson City, NV 89701

Phone

775.687.4322

800.237.0774

Fax

775.687.6779

Website

TravelNevada.biz



**NEVADA
COMMISSION
ON TOURISM**

This publication is updated quarterly to current and prior year's monthly data.

Visitor Volume

The number of visitors to Nevada.

MONTH	2009	2010	PERCENT CHANGE
July	4,490,603	4,633,499	3.2%
August	4,379,188	4,501,286	2.8%
September	4,220,467	4,255,862	0.8%
October	4,260,492	4,353,662	2.2%
November	3,818,566	3,813,331	(0.1%)
December	3,780,384	3,815,173	0.9%

MONTH	2010	2011	PERCENT CHANGE
January	3,724,163	4,024,879	8.1%
February	3,765,087	3,812,067	1.2%
March	4,290,320	4,440,975	3.5%
April	4,274,979	4,413,434	3.2%
May	4,308,258	4,381,907	1.7%
June	4,381,274	4,531,350	3.4%
TOTAL (Rolling 12 months)	49,693,782	50,977,424	2.6%

Second Quarter 2011 Area Highlights

AREA	2010	2011	PERCENT CHANGE
Clark County:			
Las Vegas	9,569,337	10,047,835	5.0%
Laughlin	606,173	586,699	(3.2%)
Mesquite	260,653	265,199	1.7%
Washoe County	1,189,681	1,138,625	(4.3%)
All other counties	1,338,667	1,288,333	(3.8%)
TOTAL (State)	12,964,511	13,326,691	2.8%

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	2009	2010	PERCENT CHANGE
July	297,569	376,112	26.4%
August	268,702	380,418	41.6%
September	443,506	324,094	(26.9%)
October	404,536	470,643	16.3%
November	487,418	416,314	(14.6%)
December	170,774	187,387	9.7%

MONTH	2010	2011	PERCENT CHANGE
January	500,570	679,220	35.7%
February	562,663	510,286	(9.3%)
March	569,605	608,495	6.8%
April	552,834	546,846	(1.1%)
May	455,976	450,768	(1.1%)
June	453,850	450,004	(0.8%)
TOTAL (Rolling 12 months)	5,168,003	5,400,587	4.5%

Second Quarter 2011 Area Highlights

AREA	2010	2011	PERCENT CHANGE
Clark County:			
Las Vegas	1,130,785	1,146,879	1.4%
Laughlin	24,162	22,853	(5.4%)
Washoe County	181,258	170,945	(5.7%)
All other counties	126,455	106,941	(15.4%)
TOTAL (State)	1,462,660	1,447,618	(1.0%)

Occupancy Level

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

MONTH	2009	2010	NET CHANGE
July	79.6%	80.9%	1.3
August	77.9%	78.7%	0.8
September	79.3%	78.6%	(0.7)
October	77.2%	80.1%	2.9
November	71.9%	72.3%	0.4
December	63.9%	67.3%	3.4

MONTH	2010	2011	NET CHANGE
January	65.5%	72.9%	7.4
February	74.8%	76.2%	1.4
March	77.8%	81.6%	3.8
April	78.8%	82.3%	3.5
May	77.7%	81.2%	3.5
June	79.2%	83.5%	4.3
MONTHLY AVG (Rolling 12 months)	75.2%	78.0%	2.8

Second Quarter 2011 Area Highlights

AREA	2010	2011	NET CHANGE
Clark County:			
Las Vegas	82.5%	87.5%	5.0
Laughlin	64.7%	65.7%	1.0
Mesquite	83.9%	84.9%	1.0
Lake Tahoe*	61.8%	54.3%	(7.5)
Washoe County	67.3%	65.3%	(2.0)
All other counties	61.0%	63.6%	2.6
QUARTER AVG (State)	78.6%	82.3%	3.7

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	2009	2010	PERCENT CHANGE
July	4,586,870	4,838,636	5.5%
August	4,482,806	4,707,141	5.0%
September	4,422,224	4,547,830	2.8%
October	4,453,175	4,764,556	7.0%
November	4,025,224	4,104,289	2.0%
December	3,853,986	4,036,724	4.7%

MONTH	2010	2011	PERCENT CHANGE
January	3,926,133	4,366,824	11.2%
February	4,058,262	4,138,598	2.0%
March	4,674,792	4,906,686	5.0%
April	4,574,555	4,791,873	4.8%
May	4,652,066	4,828,079	3.8%
June	4,595,217	4,845,517	5.4%
TOTAL (Rolling 12 months)	52,305,309	54,876,753	4.9%

Second Quarter 2011 Area Highlights

AREA	2010	2011	PERCENT CHANGE
Clark County:			
Las Vegas	11,164,668	11,838,139	6.0%
Laughlin	626,806	618,817	(1.3%)
Mesquite	136,593	136,315	(0.2%)
Lake Tahoe*	119,960	116,343	(3.0%)
Washoe County	1,074,504	1,025,052	(4.6%)
All other counties	699,307	730,803	4.5%
TOTAL (State)	13,821,838	14,465,469	4.7%

*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	2009	2010	PERCENT CHANGE
July	185,866	192,934	3.8%
August	185,607	192,826	3.9%
September	185,880	192,927	3.8%
October	186,063	191,914	3.1%
November	186,569	189,285	1.5%
December	194,424	193,488	(0.5%)

MONTH	2010	2011	PERCENT CHANGE
January	193,475	193,202	(0.1%)
February	193,680	193,869	0.1%
March	193,880	194,006	0.1%
April	193,542	193,999	0.2%
May	193,049	191,788	(0.7%)
June	193,479	193,443	(0.0%)
END OF PERIOD	193,479	193,443	(0.0%)

Second Quarter 2011 Area Highlights

AREA	2010	2011	PERCENT CHANGE
Clark County:			
Las Vegas	148,524	148,733	0.1%
Laughlin	10,652	10,350	(2.8%)
Mesquite	1,790	1,762	(1.6%)
Lake Tahoe*	2,134	2,354	10.3%
Washoe County	17,787	17,611	(1.0%)
All other counties	12,592	12,633	0.3%
END OF PERIOD (State)	193,479	193,443	(0.0%)

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of June 30, 2011.

*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	2009	2010	PERCENT CHANGE
July	\$ 1,164,869	\$ 1,305,242	12.1%
August	1,076,354	1,155,485	7.4%
September	1,132,799	1,228,798	8.5%
October	1,232,729	1,380,314	12.0%
November	1,018,303	1,082,218	6.3%
December	930,194	970,796	4.4%

MONTH	2010	2011	PERCENT CHANGE
January	1,189,286	1,373,259	15.5%
February	1,091,728	1,165,603	6.8%
March	1,232,607	1,608,272	30.5%
April	1,283,222	1,489,146	16.0%
May	1,305,339	1,454,944	11.5%
June	1,184,584	1,422,428	20.1%
TOTAL (Rolling 12 months)	\$ 13,842,014	\$ 15,636,505	13.0%

Second Quarter 2011 Area Highlights

AREA	2010	2011	PERCENT CHANGE
Clark County	\$ 3,368,970	\$ 3,971,309	17.9%
Washoe County	250,365	231,122	(7.7%)
Douglas County*	39,132	38,367	(2.0%)
Elko County	46,678	48,339	3.6%
Carson City	13,377	13,511	1.0%
All other counties	54,622	63,870	16.9%
TOTAL (State)	\$ 3,773,145	\$ 4,366,518	15.7%

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. Effective 7/1/09, room tax collections are reported for the month of business activity. All prior years' of monthly data has been updated as well.

Gross Gaming Revenue

Statewide gaming revenue (win) is rounded to the nearest thousand and includes credit play.

MONTH	2009	2010	PERCENT CHANGE
July	\$ 872,688,000	\$ 829,674,000	(4.9%)
August	846,958,000	944,473,000	11.5%
September	911,184,000	917,877,000	0.7%
October	800,387,000	888,574,000	11.0%
November	873,337,000	822,098,000	(5.9%)
December	859,286,000	838,789,000	(2.4%)

MONTH	2010	2011	PERCENT CHANGE
January	883,340,815	877,412,367	(0.7%)
February	946,615,024	881,829,244	(6.8%)
March	911,980,729	958,728,163	5.1%
April	810,740,517	806,049,851	(0.6%)
May	847,136,304	984,014,982	16.2%
June	763,687,683	885,745,933	16.0%
TOTAL (Rolling 12 months)	\$ 10,327,341,072	\$ 10,635,265,540	3.0%

Second Quarter 2011 Area Highlights

AREA	2010	2011	PERCENT CHANGE
Clark County:	\$ 2,044,912,581	\$ 2,304,075,760	12.7%
Strip	1,270,418,023	1,514,650,770	19.2%
Downtown	124,372,571	123,807,134	(0.5%)
Laughlin	117,373,503	115,781,814	(1.4%)
Mesquite	29,248,166	29,634,306	1.3%
County balance	503,500,320	520,280,206	3.3%
Washoe County	198,294,251	192,122,889	(3.1%)
Lake Tahoe*	48,145,425	46,759,305	(2.9%)
Elko County	65,346,594	67,547,998	3.4%
Carson Valley Area	26,583,369	25,594,711	(3.7%)
All other counties	38,282,282	39,631,633	3.5%
TOTAL (State)	\$ 2,421,564,504	\$ 2,675,810,766	10.5%

*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.

Airport Volume

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

MONTH	2009	2010	PERCENT CHANGE
July	3,940,750	3,926,838	(0.4%)
August	3,886,919	3,889,572	0.1%
September	3,678,593	3,622,193	(1.5%)
October	3,846,771	3,937,190	2.4%
November	3,539,004	3,508,038	(0.9%)
December	3,411,331	3,405,532	(0.2%)

MONTH	2010	2011	PERCENT CHANGE
January	3,341,946	3,503,123	4.8%
February	3,184,564	3,254,734	2.2%
March	3,882,031	3,960,877	2.0%
April	3,733,722	3,799,593	1.8%
May	3,828,677	3,999,213	4.5%
June	3,801,659	3,972,703	4.5%
TOTAL (Rolling 12 months)	44,075,967	44,779,606	1.6%

Second Quarter 2011 Area Highlights

AREA	2010	2011	PERCENT CHANGE
McCarran Int. (Las Vegas)	10,262,075	10,703,265	4.3%
Reno/Tahoe Int.	983,317	942,811	(4.1%)
North Las Vegas	35,077	32,185	(8.2%)
Laughlin/Bullhead Int.	54,744	54,740	(0.0%)
Elko Airport	10,939	12,144	11.0%
Henderson Exec. Airport	17,906	26,364 *	47.2%
TOTAL (State)	11,364,058	11,771,509	3.6%

Passenger counts may or may not include commercial, charter, and scenic tour airline traffic as well as local passengers.

*Maverick Aviation Group fully operational.

Vehicle Traffic Counts

The number of vehicles entering Nevada by way of interstate, U.S. and state highways.

MONTH	2009	2010	PERCENT CHANGE
July	3,066,937	2,591,087 *, **	(15.5%)
August	3,010,299	2,480,276 *, **	(17.6%)
September	2,525,610	2,053,209 *, **	(18.7%)
October	2,358,479 **	1,821,422 *	(22.8%)
November	2,038,817 **	1,723,855 *	(15.4%)
December	2,045,797 **	1,834,479 *	(10.3%)

MONTH	2010	2011	PERCENT CHANGE
January	1,676,145 *, **	1,715,820 *	2.4%
February	1,700,185 *, **	1,647,855 *	(3.1%)
March	1,859,379 *, **	1,838,819 *	(1.1%)
April	1,948,636 *, **	1,986,642 *	2.0%
May	2,060,351 *, **	1,894,747 *	(8.0%)
June	2,255,023 *, **	2,033,843 *, ***	(9.8%)
TOTAL (Rolling 12 months)	26,545,658	23,622,054	(11.0%)

Second Quarter 2011 Area Highlights

AREA	2010	2011	PERCENT CHANGE
I-15 at Primm/Jean	1,855,487	1,819,485	(1.9%)
I-15 at Mesquite	1,035,551	939,844	(9.2%)
I-80 at Verdi	- *	- *	-
I-80 at Wells	264,923	223,276 ***	(15.7%)
All other entry points	3,108,049	2,932,627	(5.6%)
TOTAL (State)	6,264,010	5,915,232	(5.6%)

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

*Due to road construction/equipment failure on Interstate 80 at Verdi, the traffic totals for for January 2010 through June 2011 do not contain any data.

**Due to road construction/equipment failure at various other entry points, the respective traffic totals for October 2009 through September 2010 do not contain any data.

***Interstate 80 at Wells, traffic total for June 2011 contains partial data.

Park Usage

The number of people visiting state and nearby national parks.

MONTH	2009	2010	PERCENT CHANGE
July	3,360,089	3,538,347	5.3%
August	3,558,761	3,414,341	(4.1%)
September	2,699,836	2,760,760	2.3%
October	2,165,611	1,945,898	(10.1%)
November	1,326,995	1,318,129	(0.7%)
December	985,360	907,607	(7.9%)

MONTH	2010	2011	PERCENT CHANGE
January	881,860	862,472	(2.2%)
February	986,791	906,175	(8.2%)
March	1,624,874	1,444,125	(11.1%)
April	2,214,172	2,129,770	(3.8%)
May	2,479,377	2,367,620	(4.5%)
June	3,143,064	3,122,881	(0.6%)
TOTAL (Rolling 12 months)	25,426,790	24,718,125	(2.8%)

Second Quarter 2011 Area Highlights

AREA	2010	2011	PERCENT CHANGE
Nevada State Parks	899,695	858,191	(4.6%)
Great Basin Nat. Park	24,088	25,334	5.2%
Lake Mead Nat. Rec. Area	2,316,119	2,048,250	(11.6%)
Hoover Dam Visitor Center	213,165	238,576	11.9%
Grand Canyon Nat. Park	1,361,721	1,375,593	1.0%
Zion Nat. Park	918,522	1,082,754	17.9%
Bryce Canyon Nat. Park	599,179	535,493	(10.6%)
Death Valley Nat. Park	332,871	322,504	(3.1%)
Yosemite Nat. Park	1,171,253	1,133,576	(3.2%)
TOTAL (All Parks)	7,836,613	7,620,271	(2.8%)

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

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/pccof

RENO-SPARKS CONVENTION & VISITORS AUTHORITY

4001 S. Virginia St., Suite G, 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 • 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 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

Nevada State Map

