

# NEVADA

A WORLD WITHIN.  
A STATE APART.

NUMBER OF VISITORS TO NEVADA



FOURTH QUARTER \* 2015 VOLUME XXIII

## DISCOVER THE FACTS



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*\*Represents the commission September through December 2015.*

## **Director**

Claudia Vecchio

A Quarterly Report Published by the Nevada Division of Tourism

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**TRAVELNEVADA.BIZ**

# ROOM TAX COLLECTIONS

Dollars shown represent 3/8 of 1 percent, the amount allocated to the state to promote tourism.

MONTH	2014	2015	PERCENT CHANGE
January	\$1,659,124	\$1,882,794	13.5%
February	1,477,520	1,544,910	4.6%
March	2,025,167	1,873,514	(7.5%)
April	1,739,184	1,856,835	6.8%
May	1,912,782	2,083,224	8.9%
June	1,607,957	1,579,811	(1.8%)
July	1,623,779	1,798,254	10.7%
August	1,699,565	1,785,675	5.1%
September	1,642,800	1,918,924	16.8%
October	1,846,946	2,174,109	17.7%
November	1,531,700	1,763,041	15.1%
December	1,303,813	1,462,025	12.1%
<b>TOTAL (Rolling 12 months)</b>	<b>\$20,070,337</b>	<b>\$21,723,114</b>	<b>8.2%</b>

## Fourth Quarter 2015 Area Highlights

AREA	2014	2015	PERCENT CHANGE
Clark County	\$4,314,733	\$4,981,753	15.5%
Washoe County	204,698	251,625	22.9%
Douglas County*	59,542	62,383	4.8%
Elko County	36,062	37,245	3.3%
Carson City	11,129	12,121	8.9%
All other counties	56,295	54,156	(3.8%)
<b>TOTAL (State)</b>	<b>\$4,682,459</b>	<b>\$5,399,175</b>	<b>15.3%</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.

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.

# VISITOR VOLUME

The number of visitors to Nevada.

MONTH	2014	2015	PERCENT CHANGE
January	4,118,584	4,237,123	2.9%
February	3,922,928	3,980,836	1.5%
March	4,645,529	4,576,025	(1.5%)
April	4,549,456	4,630,665	1.8%
May	4,641,132	4,785,884	3.1%
June	4,688,504	4,765,302	1.6%
July	4,852,490	5,102,989	5.2%
August	4,731,477	4,802,868	1.5%
September	4,384,889	4,630,955	5.6%
October	4,577,714	4,841,855	5.8%
November	4,253,319	4,405,099	3.6%
December	4,073,182	4,246,448	4.3%
<b>TOTAL (Rolling 12 months)</b>	<b>53,439,203</b>	<b>55,006,048</b>	<b>2.9%</b>

## Fourth Quarter 2015 Area Highlights

AREA	2014	2015	PERCENT CHANGE
Clark County:			
Las Vegas	9,991,751	10,424,265	4.3%
Laughlin	433,725	427,416	(1.5%)
Mesquite	275,977	290,551	5.3%
Washoe County	1,066,762	1,133,836	6.3%
All other counties	1,136,000	1,217,333	7.2%
<b>TOTAL (State)</b>	<b>12,904,215</b>	<b>13,493,401</b>	<b>4.6%</b>

Information contained throughout this publication is updated quarterly to reflect revisions to current and prior year's monthly data.

## OCCUPANCY LEVEL

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

MONTH	2014	2015	NET CHANGE
January	76.0%	76.0%	0.0
February	79.3%	79.7%	0.4
March	85.3%	83.1%	(2.2)
April	84.0%	83.1%	(0.9)
May	83.0%	85.5%	2.5
June	85.0%	85.3%	0.3
July	85.1%	87.2%	2.1
August	83.6%	84.0%	0.4
September	81.5%	84.8%	3.3
October	83.0%	86.5%	3.5
November	77.2%	78.8%	1.6
December	70.9%	72.4%	1.5
<b>MONTHLY AVG (Rolling 12 months)</b>	<b>81.2%</b>	<b>82.2%</b>	<b>1.0</b>

### Fourth Quarter 2015 Area Highlights

AREA	2014	2015	NET CHANGE
Clark County:			
Las Vegas	83.1%	85.8%	2.7
Laughlin	52.6%	53.8%	1.2
Mesquite	68.2%	71.4%	3.2
Lake Tahoe*	63.7%	56.5%	(7.2)
Washoe County	57.4%	61.2%	3.8
All other counties	54.0%	52.6%	(1.4)
<b>QUARTER AVG (State)</b>	<b>77.0%</b>	<b>79.2%</b>	<b>2.2</b>

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	2014	2015	PERCENT CHANGE
January	4,584,476	4,553,354	(0.7%)
February	4,328,317	4,310,413	(0.4%)
March	5,160,177	4,977,935	(3.5%)
April	4,857,869	4,840,579	(0.4%)
May	4,975,098	5,093,244	2.4%
June	4,935,677	4,929,882	(0.1%)
July	5,088,080	5,214,441	2.5%
August	5,039,090	5,016,092	(0.5%)
September	4,737,950	4,916,508	3.8%
October	4,987,698	5,176,361	3.8%
November	4,489,884	4,564,235	1.7%
December	4,270,953	4,353,313	1.95
<b>TOTAL (Rolling 12 months)</b>	<b>57,455,269</b>	<b>57,946,356</b>	<b>0.9%</b>

## Fourth Quarter 2015 Area Highlights

AREA	2014	2015	PERCENT CHANGE
Clark County:			
Las Vegas	11,500,224	11,770,531	2.4%
Laughlin	497,173	495,559	(0.3%)
Mesquite	108,947	112,184	3.0%
Lake Tahoe*	103,595	119,004	14.9%
Washoe County	902,738	967,707	7.2%
All other counties	635,858	628,925	(1.1%)
<b>TOTAL (State)</b>	<b>13,748,535</b>	<b>14,093,910</b>	<b>2.5%</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.

MONTH	2014	2015	PERCENT CHANGE
January	194,676	193,355	(0.7%)
February	194,870	193,233	(0.8%)
March	195,081	193,252	(0.9%)
April	192,841	194,052	0.6%
May	193,248	192,256	(0.5%)
June	193,523	192,754	(0.4%)
July	192,919	192,791	(0.1%)
August	194,484	192,742	(0.9%)
September	193,774	193,230	(0.3%)
October	193,910	192,989	(0.5%)
November	193,906	193,034	(0.4%)
December	194,330	193,981	(0.2%)
<b>END OF PERIOD</b>	<b>194,330</b>	<b>193,981</b>	<b>(0.2%)</b>

### Fourth Quarter 2015 Area Highlights

AREA	2014	2015	PERCENT CHANGE
Clark County:			
Las Vegas	150,544	149,213	(0.9%)
Laughlin	10,268	10,021	(2.4%)
Mesquite	1,736	1,712	(1.4%)
Lake Tahoe*	1,716	2,325	35.5%
Washoe County	17,278	17,714	2.5%
All other counties	12,788	12,996	1.6%
<b>END OF PERIOD (State)</b>	<b>194,330</b>	<b>193,981</b>	<b>(0.2%)</b>

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of December 31, 2015.

\*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.

# GROSS GAMING REVENUE

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

MONTH	2014	2015	PERCENT CHANGE
January	\$894,191,833	\$952,704,123	7.7%
February	926,086,899	916,086,085	(1.1%)
March	982,175,517	951,245,277	(3.1%)
April	851,977,864	897,925,088	5.4%
May	971,220,551	1,003,548,229	3.3%
June	906,851,820	830,940,223	(8.4%)
July	931,875,047	922,886,804	(1.0%)
August	921,016,032	908,240,073	(1.4%)
September	902,607,140	916,350,473	1.5%
October	913,642,222	887,577,506	(2.9%)
November	876,244,082	944,265,844	7.8%
December	950,594,005	982,060,730	3.3%
<b>TOTAL (Rolling 12 months)</b>	<b>\$11,018,483,012</b>	<b>\$11,113,830,455</b>	<b>0.9%</b>

## Fourth Quarter 2015 Area Highlights

AREA	2014	2015	PERCENT CHANGE
Clark County:	\$2,385,288,360	\$2,448,319,590	2.6%
Strip	1,583,780,485	1,629,992,312	2.9%
Downtown	133,582,587	141,747,342	6.1%
Laughlin	111,795,569	108,200,822	(3.2%)
Mesquite	29,537,227	29,102,635	(1.5%)
County balance	526,592,491	539,276,480	2.4%
Washoe County	183,511,921	189,662,521	3.4%
Lake Tahoe*	46,827,506	50,356,983	7.5%
Elko County	63,148,673	64,603,345	2.3%
Carson Valley Area	23,868,206	24,421,241	2.3%
All other counties	37,835,644	36,540,399	(3.4%)
<b>TOTAL (State)</b>	<b>\$2,740,480,309</b>	<b>\$2,813,904,080</b>	<b>2.7%</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.

## Fourth Quarter

2015 VOLUME XXIII

# CONVENTION ATTENDANCE

The number of delegates attending conventions in Nevada.

MONTH	2014	2015	PERCENT CHANGE
January	655,671	696,962	6.3%
February	529,536	565,645	6.8%
March	683,779	570,779	(16.5%)
April	509,275	568,141	11.6%
May	567,608	511,432	(9.9%)
June	522,562	425,828	(18.5%)
July	355,985	336,316	(5.5%)
August	438,655	598,132	36.4%
September	403,296	547,502	35.8%
October	499,216	648,289	29.9%
November	417,544	572,986	37.2%
December	172,833	250,203	44.8%
<b>TOTAL (Rolling 12 months)</b>	<b>5,755,960</b>	<b>6,292,215</b>	<b>9.3%</b>

## Fourth Quarter 2015 Area Highlights

AREA	2014	2015	PERCENT CHANGE
Clark County:			
Las Vegas	1,032,979	1,399,210	35.5%
Washoe County	19,700	40,050 *	103.3%
All other counties	36,914	32,218	(12.7%)
<b>TOTAL (State)</b>	<b>1,089,593</b>	<b>1,471,478</b>	<b>35.0%</b>

\*Signature Equipo Vision Convention took place in October 2015.

Laughlin convention attendance figures are no longer available as of October 2014. Historical monthly totals through September 2014 do include Laughlin data.

# AIRPORT VOLUME

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

MONTH	2014	2015	PERCENT CHANGE
January	3,566,532	3,589,186	0.6%
February	3,326,685	3,430,920	3.1%
March	4,104,970	4,180,532	1.8%
April	3,917,651	4,079,084	4.1%
May	4,105,194	4,307,053	4.9%
June	4,051,034	4,265,573	5.3%
July	4,106,507	4,448,631	8.3%
August	4,094,870	4,380,048	7.0%
September	3,892,069	4,111,301	5.6%
October	4,161,091	4,441,399	6.7%
November	3,652,543	4,028,278	10.3%
December	3,656,404	3,976,879	8.8%
<b>TOTAL (Rolling 12 months)</b>	<b>46,635,550</b>	<b>49,238,884</b>	<b>5.6%</b>

## Fourth Quarter 2015 Area Highlights

AREA	2014	2015	PERCENT CHANGE
McCarran Int. (Las Vegas)	10,620,823	11,513,731	8.4%
Reno/Tahoe Int.	755,767	835,675	10.6%
North Las Vegas	7,754	7,007	(9.6%)
Laughlin/Bullhead Int.	45,048	50,606	12.3%
Elko Airport	8,579	6,725	(21.6%)
Henderson Exec. Airport	32,067	32,812	2.3%
<b>TOTAL (State)</b>	<b>11,470,038</b>	<b>12,446,556</b>	<b>8.5%</b>

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

## Fourth Quarter

2015 VOLUME XXIII

# VEHICLE TRAFFIC COUNTS

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

MONTH	2014	2015	PERCENT CHANGE
January	2,148,978	2,296,827	6.9%
February	1,997,934	2,151,932	7.7%
March	2,229,429	2,400,807	7.7%
April	2,375,810	2,488,053	4.7%
May	2,531,961	2,681,778	5.9%
June	2,758,036	2,933,149	6.3%
July	3,101,355	3,321,812	7.1%
August	3,047,480	3,092,279	1.5%
September	2,459,962	2,744,120	11.6%
October	2,508,950	2,548,163	1.6%
November	2,326,184	1,868,542 *	(19.7%)
December	2,372,875	2,088,239 *	(12.0%)
<b>TOTAL (Rolling 12 months)</b>	<b>29,858,954</b>	<b>30,615,701</b>	<b>2.5%</b>

## Fourth Quarter 2015 Area Highlights

AREA	2014	2015	PERCENT CHANGE
I-15 at Primm/Jean	1,894,885	1,953,422	3.1%
I-15 at Mesquite	1,058,507	1,098,347	3.8%
I-80 at Verdi	1,186,649	370,562 *	(68.8%)
I-80 at Wells	225,861	238,234	5.5%
All other entry points	2,842,107	2,844,379	0.1%
<b>TOTAL (State)</b>	<b>7,208,009</b>	<b>6,504,944</b>	<b>(9.8%)</b>

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

\*Due to equipment failure on Interstate 80 at Verdi, the traffic totals for November 2015 and December 2015 do not contain any data.

# PARK USAGE

The number of people visiting state and nearby national parks.

MONTH	2014	2015	PERCENT CHANGE
January	958,906	1,165,585	21.6%
February	1,009,006	1,348,188	33.6%
March	1,640,107	2,040,525	24.4%
April	2,004,182	2,380,483	18.8%
May	2,541,756	2,844,764	11.9%
June	3,052,582	3,406,870	11.6%
July	3,527,211	3,700,274	4.91%
August	3,568,958	3,647,337	2.2%
September	2,888,038	2,980,887	3.2%
October	2,199,035	2,350,672	6.9%
November	1,353,709	1,382,561	2.1%
December	1,384,103	1,171,224	(15.4%)
<b>TOTAL (Rolling 12 months)</b>	<b>26,127,593</b>	<b>28,419,370</b>	<b>8.8%</b>

## Fourth Quarter 2015 Area Highlights

AREA	2014	2015	PERCENT CHANGE
Nevada State Parks	477,158	469,025	(1.7%)
Great Basin Nat. Park	13,806	13,844	0.3%
Lake Mead Nat. Rec. Area	1,520,246	1,405,410	(7.6%)
Hoover Dam Visitor Center	153,808	169,226	10.0%
Grand Canyon Nat. Park	933,275	1,003,093	7.5%
Zion Nat. Park	581,221	598,379	3.0%
Bryce Canyon Nat. Park	266,610	291,541	9.4%
Death Valley Nat. Park	270,364	261,636	(3.2%)
Yosemite Nat. Park	720,359	692,303	(3.9%)
<b>TOTAL (All Parks)</b>	<b>4,936,847</b>	<b>4,904,457</b>	<b>(0.7%)</b>

# INFORMATION SOURCES

## CARSON CITY CONVENTION & VISITORS BUREAU

716 N. Carson Street  
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.mineralcounty-chamber.com](http://www.mineralcounty-chamber.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: 702-892-7547 • [www.LasVegas.com](http://www.LasVegas.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, D.C. 20240  
202-208-6843 • [www.nps.gov](http://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](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/pccof](http://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](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 • [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 Brougner 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)

# NEVADA STATE MAP

