

# RESEARCH NOTES



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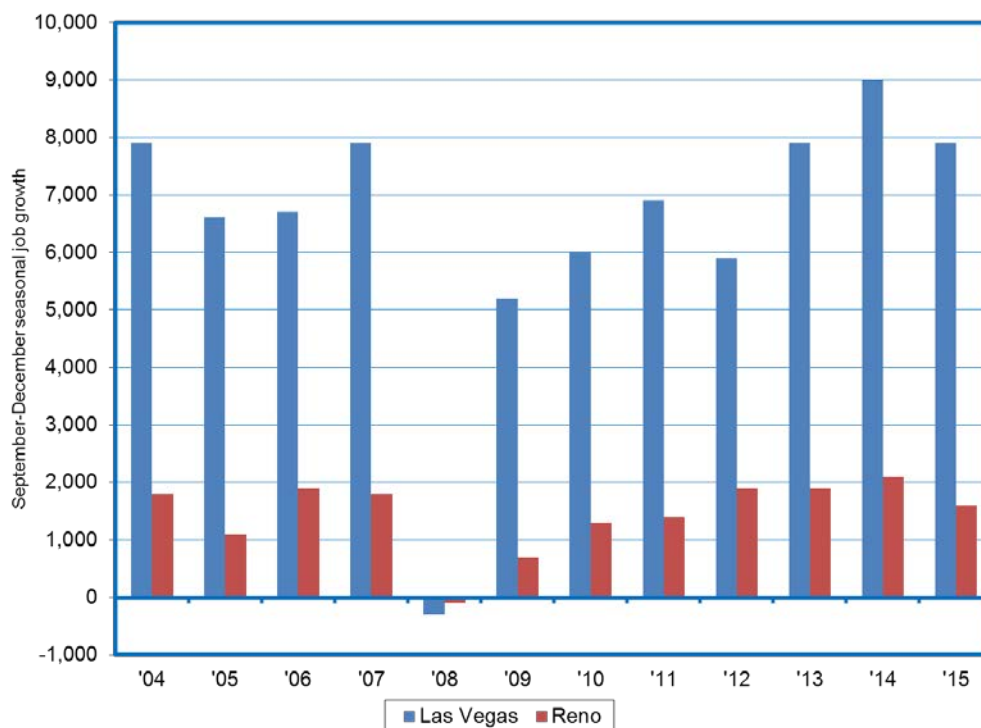
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Holiday Hiring: Substate  
Chelsea Walburg, Economist

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## Holiday-Related Hiring Tends to Add Approximately 8,000 Jobs to Las Vegas Payrolls; 2,000 in Reno



- With the approaching holiday-related uptick in retail/wholesale trade and transportation/warehousing activity, this research note examines the likely impacts on hiring in Nevada's two largest population centers.
- In the years prior to the recession, September-December increases in holiday-related seasonal jobs approached 8,000 in Las Vegas, and 2,000 in the Reno-Sparks metro area.
- During the recession and early stages of recovery, seasonal gains in these areas eased noticeably.
- Holiday-related job growth has picked up in these industries as of late. Since 2011, holiday hiring has once again averaged close to 2,000 jobs in Reno. Holiday job gains in Las Vegas have also been averaging near pre-recessionary levels; however, increases in these industries for the area did not pick back up until 2013.
- Although gains dipped slightly in 2015 it is our expectation that this year's seasonal hiring will be slightly more robust due to the strengthening economy.