

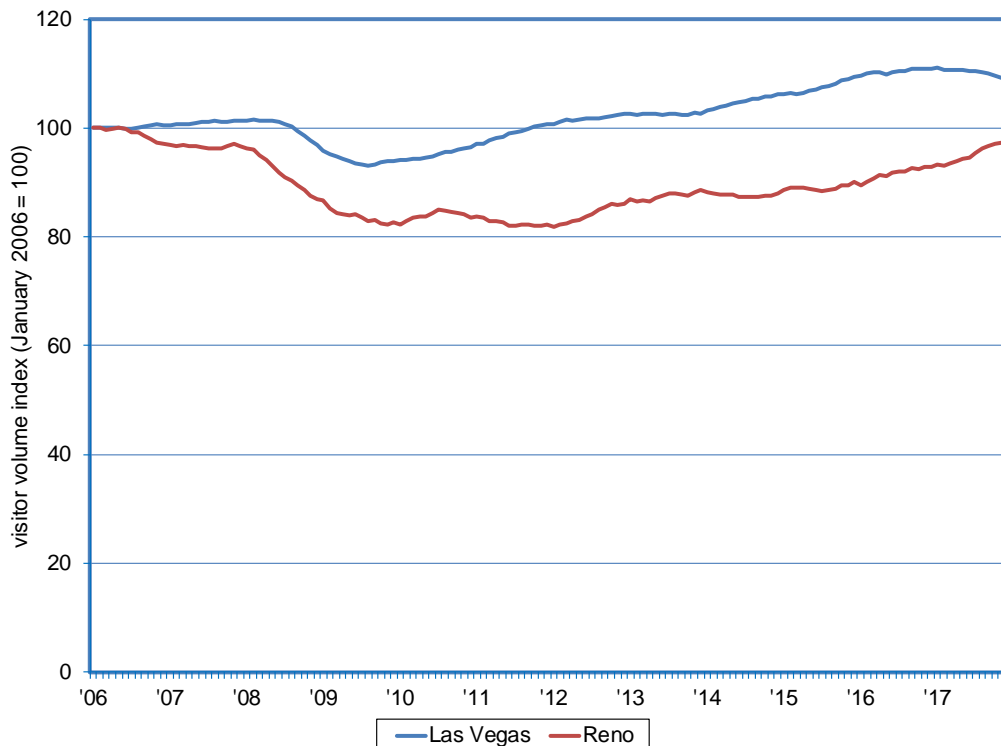
Research Notes



Visitor Volume
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Las Vegas Visitor Volume Appears Steady, Reno Trending Up



- Tourism has historically been one of Nevada's major economic drivers, and continues to account for a larger share of employment than any other sector in the State. Monthly visitor volumes for the State's two largest metro areas are important indicators for the health of the many industries supported by tourism. This *Research Note* presents an analysis of visitor volume trends for Las Vegas and Reno since 2006.
- In Reno, visitation peaked at 474,700 visitors a month (expressed as a 12-month moving average) in early 2003. After the Great Recession hit, visitation to the area dropped to a low of 359,600 in early 2012, a decline of 24 percent. As of the end of 2017, visitation currently stands at 428,800 a month, just 2.4 percent lower than in January, 2006.
- Before the recession hit Las Vegas, that area saw a high of 3,272,600 monthly visitors in early 2008. The effects of the recession on tourism were more modest in Las Vegas than in Reno, with visitation declining by less than ten percent. Monthly visitor counts dipped as low as 2,999,000 before resuming an upward trend in late 2009. Currently, the area is seeing 3,517,300 monthly visitors, 9.1 percent more than the beginning of 2006.