

THE ECONOMIC IMPACT OF **SOUTHERN NEVADA'S TOURISM INDUSTRY AND CONVENTION SECTOR**

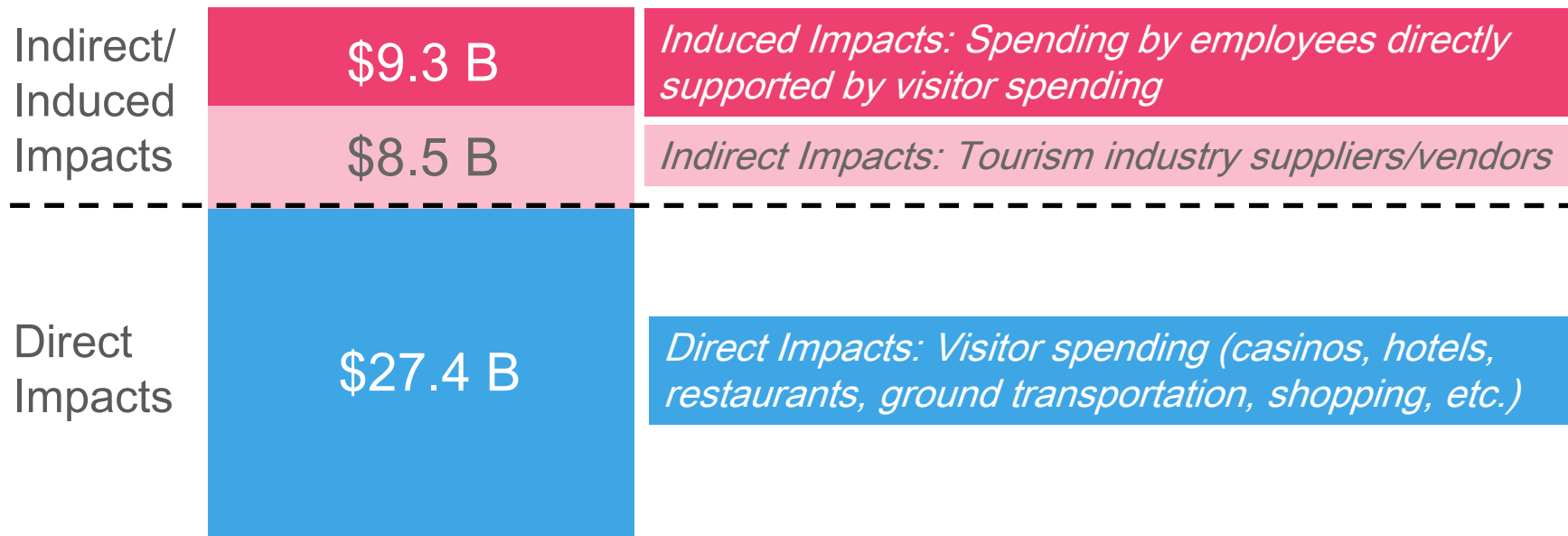
2013 UPDATE



**MARCH
2014**

ECONOMIC IMPACT
SERIES BRIEF

Economic Impacts of the Southern Nevada Tourism Industry – 2013 Results

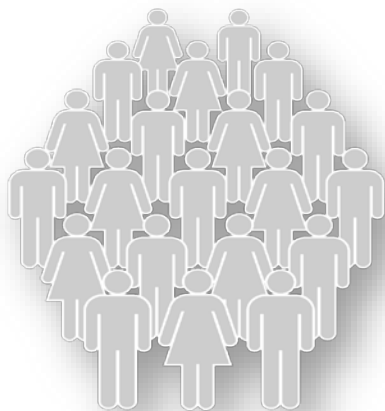


Economic Output

Economic Impacts of the Southern Nevada Tourism Industry – 2013 Results

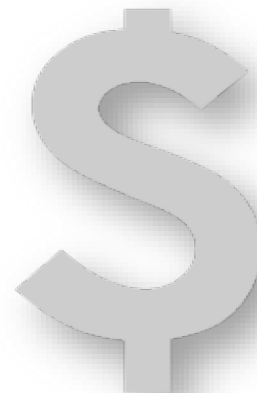
Visitor Volume

-0.1% (-58,800 visitors)



Adjusted Spending per Visitor

-0.2% (-\$1 per visitor)



\$95.6 billion

100% of
So. NV
GDP



\$27.4 billion

28.6% of
So. NV
GDP



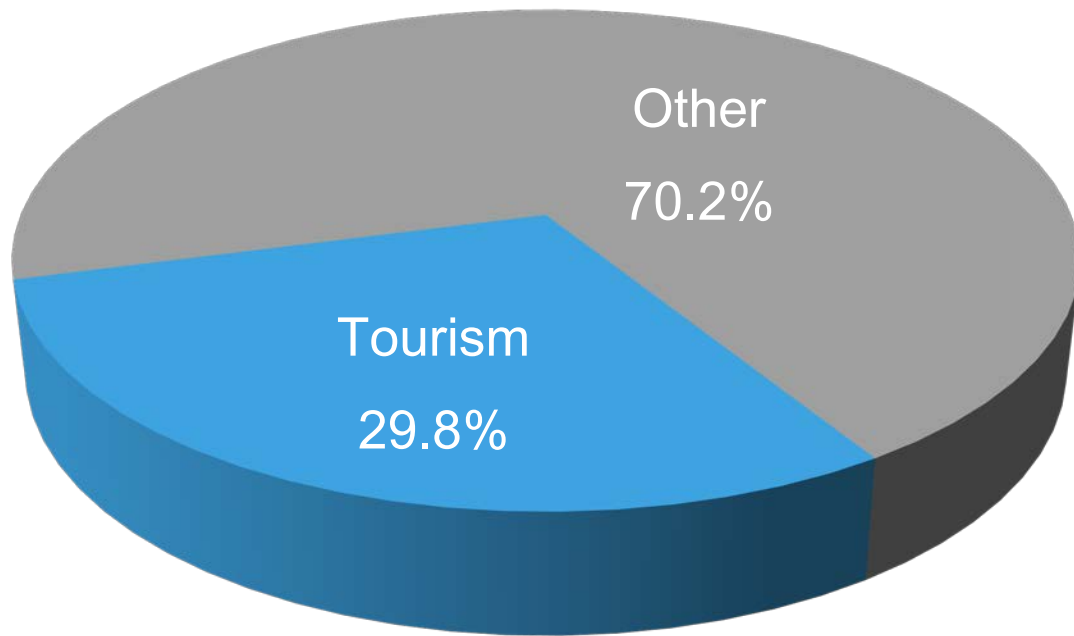
\$45.2 billion

47.3% of
So. NV
GDP



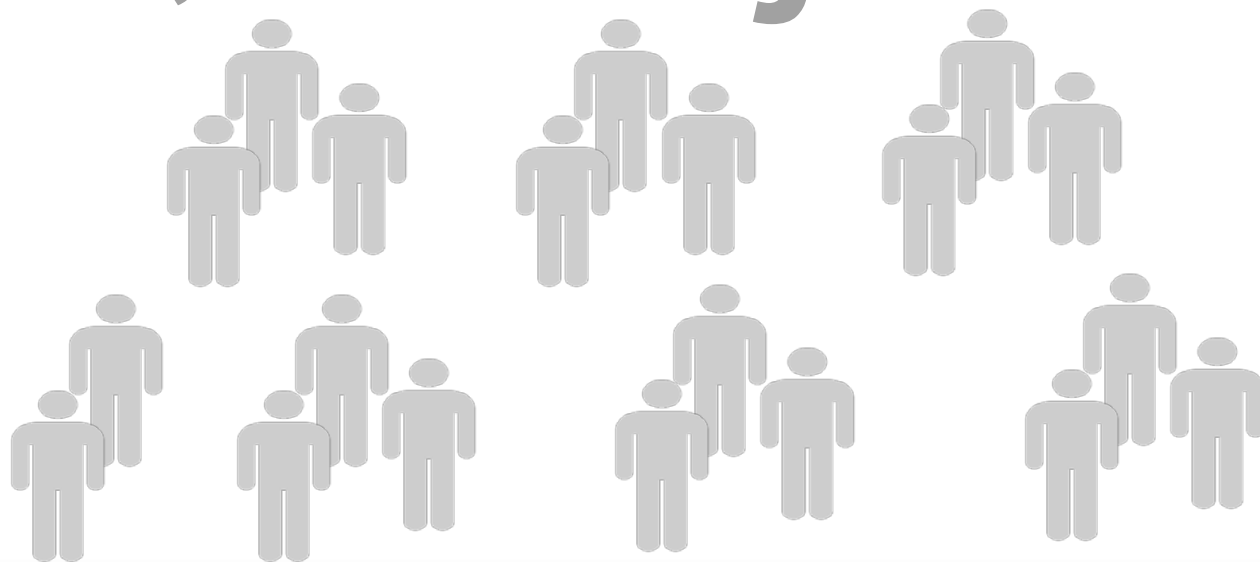
Private Sector Focus

Direct Employment



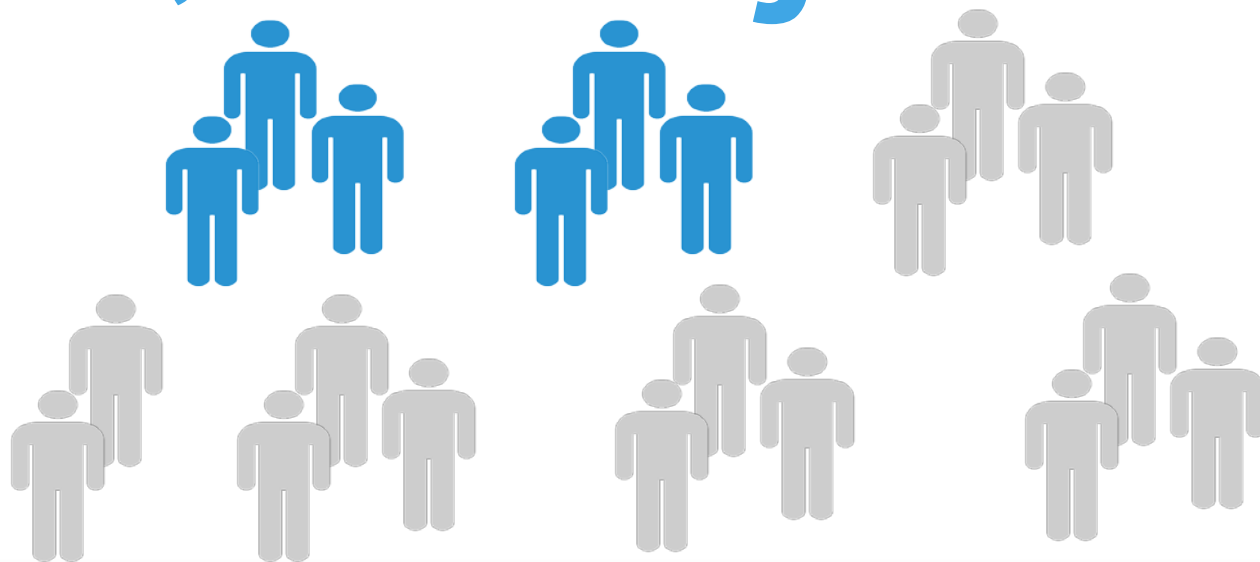
826,400 jobs

100%
of So. NV
Workforce



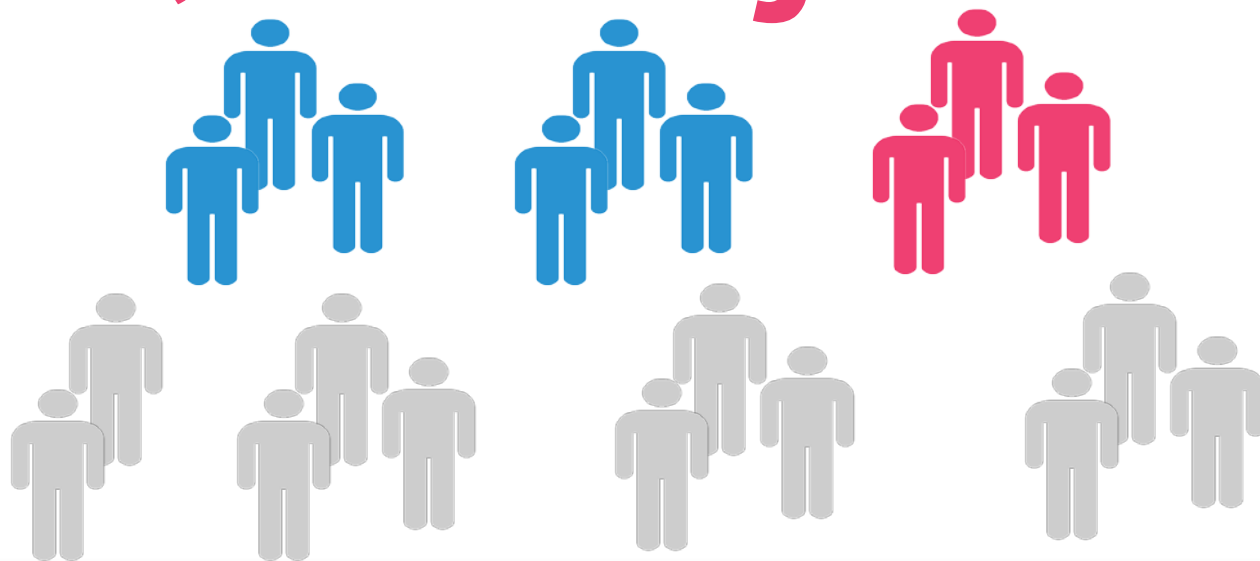
219,000 jobs

26.5%
of So. NV
Workforce



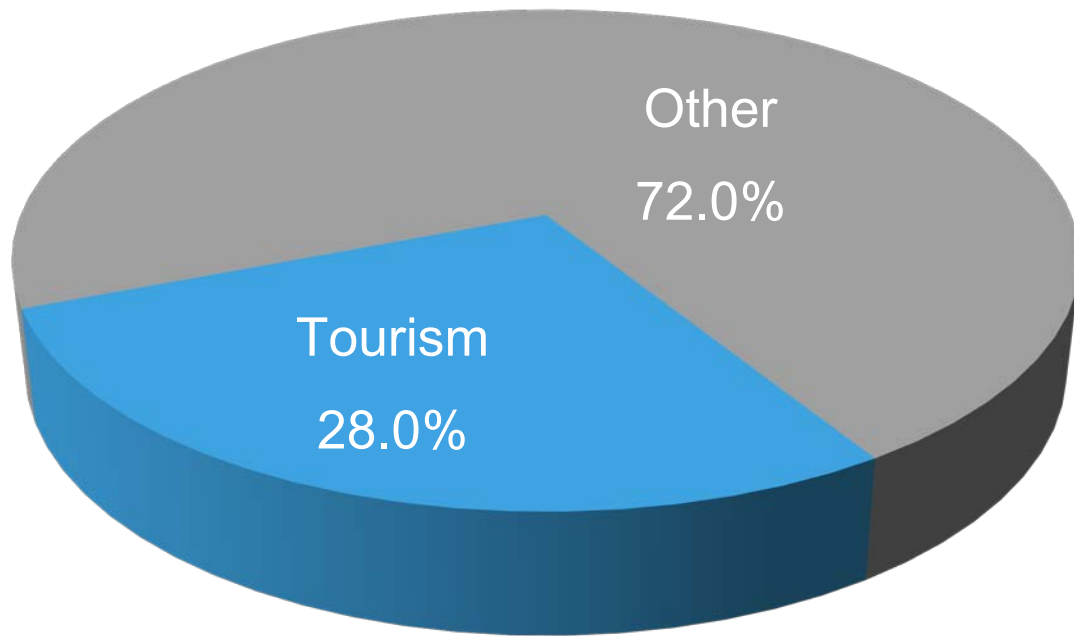
375,700 jobs

45.5%
of So. NV
Workforce



Private Sector Focus

Direct Wages and Salaries



\$35.7 billion

100% of
So. NV
Wages
Paid



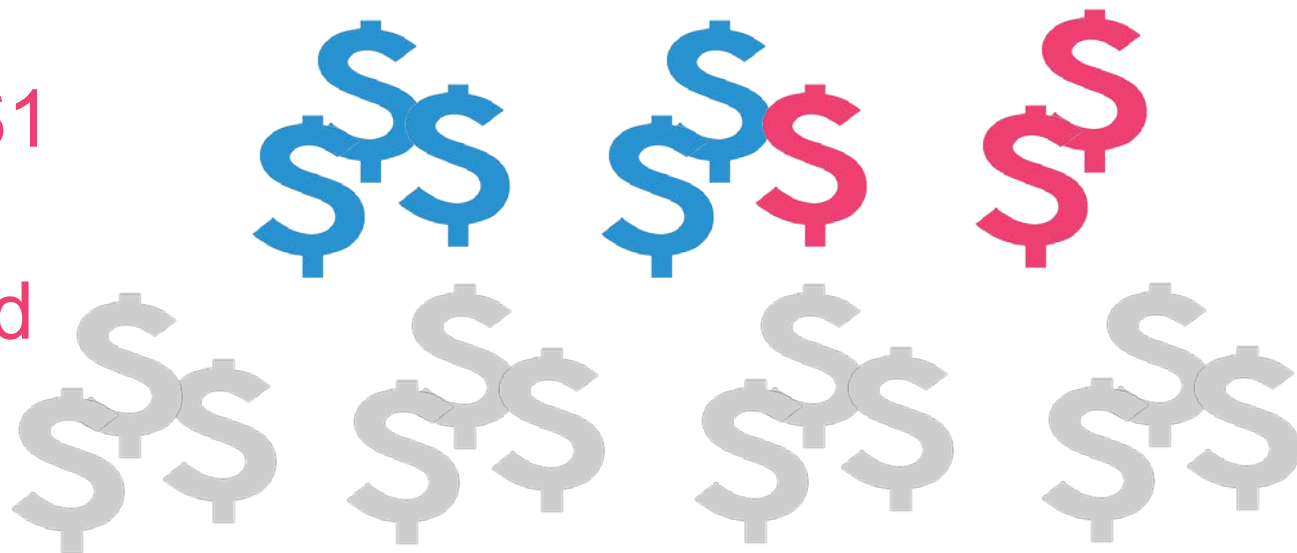
\$8.6 billion

\$0.24 per \$1
of So. NV
Wages Paid



\$14.1 billion

\$0.40 per \$1
of So. NV
Wages Paid



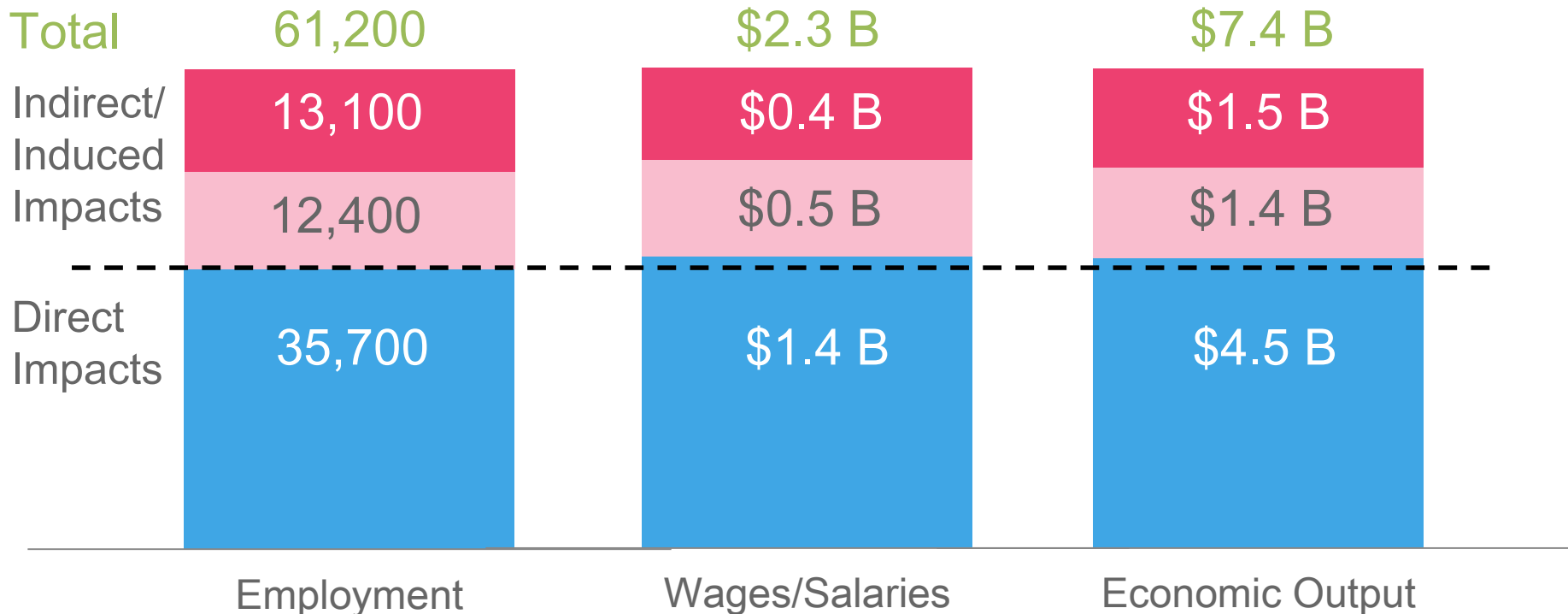
Economic Impacts of the Convention Segment – 2013 Results

Convention Attendance
+3.3% (+163,400 attendees)

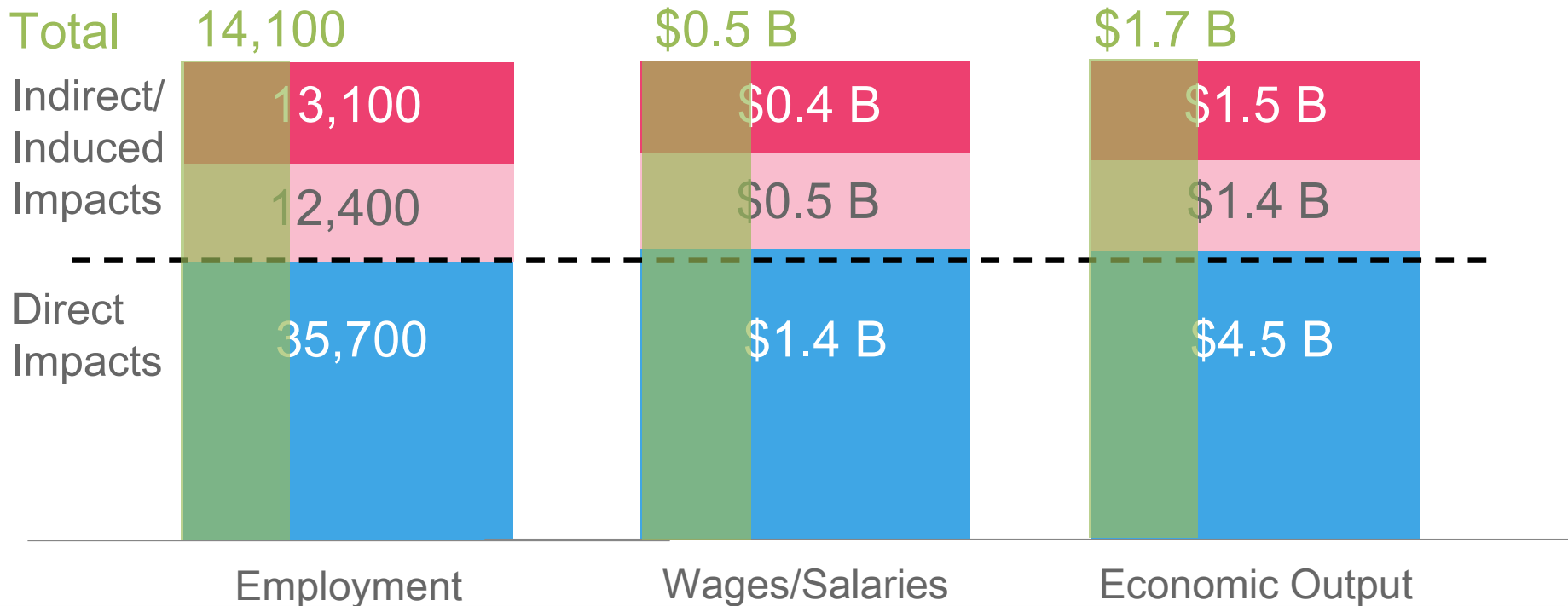
Adjusted Spending per Visitor
+5.9% (+\$49 per visitor)



Convention Sector– 2013 Results



LVCVA Attendees Accounted for 1 in 4 Convention Visits



Bottom Line

- Steady visitor volume and spending per visitor combined with an increase in indirect econometric multipliers for the industry resulted in a 0.6-percent rise in overall economic impact compared to 2012.
- The overall economic impact of the convention segment rose 10.5 percent due to increases in both attendance and spending per convention attendee.
- In 2013, the southern Nevada tourism industry:
 - Directly accounted for more than 1 in 4 jobs, wages and dollars paid, and economic output.
 - Including indirect and induced impacts, the industry supported close to half of all jobs, wages paid and economic output, which translates to 375,700 jobs, \$14.1 billion in wages and salaries, and \$45.2 billion in economic output.

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