



CARSON CITY VISITORS BUREAU

2013

VISITOR

IMPACT

ANALYSIS

Carson City
Visitors Bureau
visitcarsoncity.com



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2013 VISITOR ANALYSIS

Carson City Visitor Analysis

	<u>2013</u>	<u>2012</u>
Total Visitors	653,552	630,660
Total Room Nights	263,529	250,262
Average Group Size	2.48	2.52
Average Nights per Visit	4.03	4.15
Average Occupancy Rate (top 5 properties)	62.97%	58.82%
Average Occupancy Rate (top 13 properties)	52.11%	47.85%
Average Daily Room Rate (top 5 properties)	\$79.25	\$78.66
Average Daily Room Rate (top 13 properties)	\$59.33	\$60.34
Average Visitor Expenditure per Day	\$117.20	\$114.86
Total Revenue – Lodging	\$13,776,767	\$13,001,117
Total Taxable Sales – Visitors	\$273,445,544	\$266,707,482
Total Taxable Sales – Carson City	\$779,000,000	\$756,000,000
Taxable Sales Generated by Visitors	35.1%	35.28%
Sales Tax Collected (7.475% ST)	\$20,440,054	\$19,936,384
Total Tax to CC School Support (2.6% of ST)	\$7,109,584	\$6,634,395
Total Tax to CC General Fund (2.25% of ST)	\$6,152,525	\$6,000,918
Total Tax to NV State Fund (2.0% of ST)	\$5,468,911	\$5,334,150
Total Tax to Q18 Open Space (.25% of ST)	\$683,614	\$666,769
Total Tax to Mass Transit (.25% of ST)	\$683,614	\$666,769
Total Tax to V&T Commission (.125% of ST)	\$341,807	\$333,384
CC Lodging Tax Collected (10% TOT)	\$1,377,677	\$1,300,112
Total to V&T (4% of TOT)	\$551,071	\$520,045
2013 Economic Impact	\$307,662,365	\$299,644,983



2013 VISITOR ANALYSIS

Source Document

CCVB = Carson City Visitors Bureau

NCOT = Nevada Commission on Tourism

Total Visitors = CCVB occupancy/revenue actuals CY13 multiplied by the (NCOT Report Ave CY 11/12, CY 10/11, CY09/10) for 2013, (NCOT Report Ave CY 10/11, CY09/10, CY 08/09) for 2012

Total Room Nights = CCVB occupancy/revenue actuals CY13

Average Group Size = (NCOT Report Ave CY 11/12, CY 10/11, CY09/10) for 2013, (NCOT Report Ave CY 10/11, CY09/10, CY 08/09) for 2012

Average Nights per Stay = (NCOT Report Ave CY 11/12, CY 10/11, CY09/10) for 2013, (NCOT Report Ave CY 10/11, CY09/10, CY 08/09) for 2012

Average Occupancy Rate = CCVB Occupancy actuals CY13 (top 5 & top 13 producing properties)

Average Daily Rate = CCVB Occupancy actuals CY13 (top 5 & top 13 producing properties)

Average Visitor Expenditures per Trip/Day = average trip expenditure (NCOT previous 4 year Trip ave \$ 472.33) divided by average nights per stay (NCOT previous 4 year ave)=per Day Expenditure

Total Lodging Revenue = CCVB revenue collections for occupancy/revenue CY13

Total Visitor Taxable Sales = total visitors x average spent per trip divided by 107.475% - lodging revenue = \$273,445,544 taxable sales in 2013 & \$266,707,482 taxable sales in 2012

Total Carson City Taxable Sales = as reported to Nevada Department of Taxation for FY13

Total Sales Tax = total taxable sales multiplied by 7.475%

Total to Carson City School Support = total taxable sales multiplied by 2.6% - 2.6% of the 7.475% sales tax is allocated to the School Support Fund

Total to Carson City General Fund = total taxable sales multiplied by 2.25% - 2.25% of the 7.475% sales tax is allocated to the Carson City General Fund

Total to Nevada State Fund = total taxable sales multiplied by 2.0% - 2.0% of the 7.475% sales tax is allocated to the State of Nevada Fund

Total to Mass Transit Fund = total taxable sales multiplied by .25% - .25% of the 7.475% sales tax is allocated to Carson City's Mass Transit Fund

Total to Question 18 Open Space Fund = total taxable sales multiplied by .25% - .25% of the 7.475% sales tax is allocated to Carson City's Q18 Open Space Fund

Total to V&T Commission Fund = total taxable sales multiplied by .125% - .125% of the 7.475% sales tax is allocated to the V&T Commission Fund

Total Lodging Tax Collected = 10% of CCVB occupancy/revenue actuals - Carson City TOT (transient occupancy tax) = 10%

Total Direct Economic Impact = total lodging + taxable sales + sales tax collected



NCOT VISITOR ANALYSIS

Rural Nevada Travel Impacts

Calendar Year 2012 & 2011 - Rural Nevada is all counties not including Washoe & Clark Counties

	<u>2012</u>	<u>2011</u>
Total Visitors Spending	\$2.4B	\$2.3B
Number of Jobs Attributed to Travel	27,190	27,570
Earnings Attributed to Travel	\$870M	\$870M

Nevada Travel Impacts

Calendar Year 2012 & 2011 - All Counties in Nevada

	<u>2012</u>	<u>2011</u>
Total Visitors Spending	\$58.1B	\$56.5B
Number of Jobs Attributed to Travel	452,000	447,000
Earnings Attributed to Travel	\$20.2B	\$19.9B
State and Local Tax Generated by Travel	\$2.7B	\$2.7B
Percentage of State and Local Tax	26%	26%

Compiled by the Nevada Commission on Tourism, Research Department
 Source: Dean Runyan Associates & Bureau of Economic Analysis
 Percentage of State & Local Tax is for the fiscal year
 Total Visitor Spending, Number of Jobs & Earnings reflects direct & secondary impacts
 State & Local Tax refers to direct impacts only.



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