

NOVEMBER 18, 2019
CCCTA BOARD MEETING



CARSON CITY ECONOMIC IMPACT OF TOURISM

DAVID PETERSON | EXECUTIVE DIRECTOR

The Economic Impact of Tourism in Nevada

Introduction	State Summary - Visitor Spending	State Summary - Economic Impacts	County Focus - Visitor Spending	County Focus - Economic Impacts	County Visitor Spending Rankings	County Impact Rankings (Direct)	County Impact Rankings (Total)
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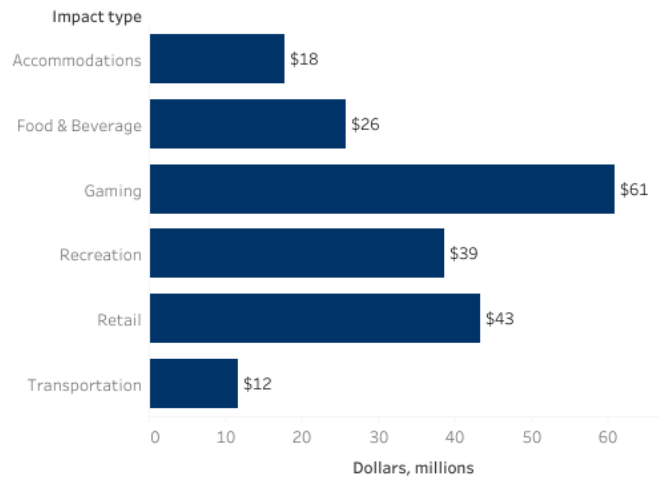
Select county
Carson City

Select year
2018

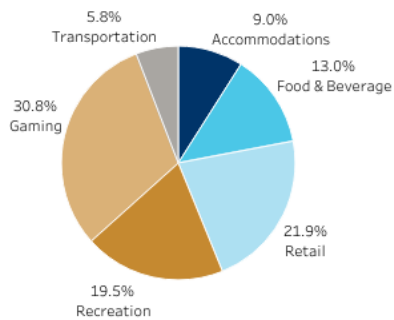
Visitor Spending (\$millions)

Impact type	Carson City
Accommodations	\$18
Food & Beverage	\$26
Gaming	\$61
Recreation	\$39
Retail	\$43
Transportation	\$12
Total	\$198

Visitor Spending by Category

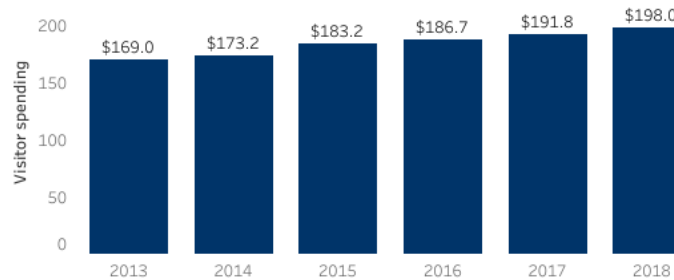


Visitor Spending Share



Visitor Spending Trends

\$millions



Source: Tourism Economics: Travel Nevada



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Select county
Carson City

Current Year: 2018

Economic Impacts (\$millions)

Impact type	Direct	Total
Employment	2,408	3,948
Labor Income	\$75.9	\$137.0
Federal Taxes	\$18.3	\$29.2
S/L Taxes	\$18.3	\$25.3
Visitor Spending	\$198.0	
Total Business Sales		\$339.2

Economic Impact in Context

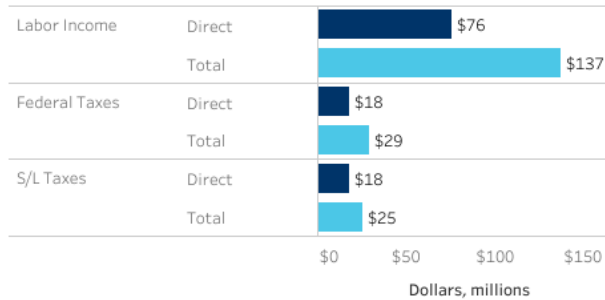
*using average starting teacher salary in Nevada

Local taxes generated by tourism would cover the starting salaries of

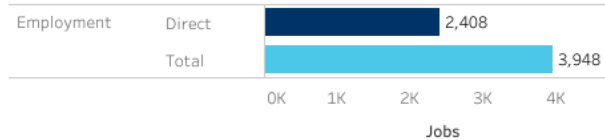
665

school teachers

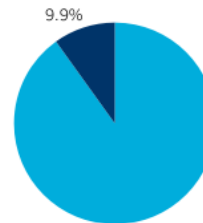
County Tourism Impacts



County Employment Impacts



Total Employment Share of County



Source: Tourism Economics: Travel Nevada



Tourism Direct Impacts

Carson City County				
	Direct Spend	Employment (Units)	Employment Share of County Total	Labor Income (Millions \$)
2018	\$198.0	2,408	6.0%	\$75.9
2017	\$191.8	2,478	6.4%	\$68.2



Tourism Total Impacts

Carson City County					Taxes	
	Total Business Sales	Employment (Units)	Employment Share of County Total	Labor Income (Millions \$)	Federal (Millions \$)	State & Local (Millions \$)
2018	\$339.16	3,948	9.9%	\$137.0	\$29.2	\$25.3
2017	\$328.57	4,035	10.5%	\$124.6	\$28.5	\$23.6



Visitor Spending

Carson City County	(millions)							Growth Rate
	Lodging	F&B	Retail	Recreation	Gaming	Transportation	Total	
2018	\$17.8	\$25.7	\$43.3	\$38.7	\$60.9	\$11.6	\$198.0	3.2%
2017	\$17.7	\$24.9	\$41.4	\$38.7	\$57.7	\$11.3	\$191.8	2.8%
2016	\$16.2	\$23.6	\$40.8	\$38.6	\$55.6	\$11.9	\$186.7	1.9%
2015	\$15.9	\$22.6	\$41.8	\$36.7	\$55.8	\$10.3	\$183.2	5.8%
2014	\$14.5	\$20.5	\$40.1	\$35.1	\$53.7	\$9.2	\$173.2	2.5%

Lodging - Includes visitor spending in accommodation sector. This includes food and other services provided by hotels and similar establishments.

Food and Beverage - Includes all visitor spending at restaurants and bars.

Retail - Includes visitor spending in all retail sectors within the economy.

Recreation/Gaming - Includes visitors spending within the arts, entertainment and recreation super-sector.

Local Transportation - Includes all forms of local transport services such as taxis, limos, trains, rental cars, and buses. It also includes gas expenditures. For gas expenditures, only the margin counts as local economic impact.

Air Transportation - The portion of visitors' air fares that support local airport and airline



QUESTIONS?

