

## MEMORANDUM

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DATE: June 24, 2008

TO: Senator Bob Beers

FROM: Melinda Martini, Senior Research Analyst  
Research Division

SUBJECT: **Measuring Tourism—"Visitor Days"**

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You requested to know if data concerning visitor days is collected for the State of Nevada. In order to answer your request, I contacted David Peterson, Senior Manager, Analysis and Research, Nevada Commission on Tourism. According to Mr. Peterson, certain data already collected might be utilized to provide an estimate of visitor days. He cited the following data for Calendar Year 2007:

- 3.53 = the average number of nights stayed per visitor, including day trippers (i.e., those visitors that did not stay the night).
- 3.59 = the average number of nights stayed per visitor, excluding day trippers.
- 54,337,181 = the total number of visitors to the State of Nevada. NOTE: Attached to this memorandum is visitor volume by area (i.e., Las Vegas, Laughlin, Mesquite, Washoe County, et cetera).

Mr. Peterson notes that the data cited above is for nights stayed, not days. He suggests that one day could be added to the average number of nights stayed to obtain a better estimate of the average days stayed per visitor (e.g.,  $3.59 + 1.00 = 4.59$  would be the average number of days per visitor, excluding day trippers). Mr. Peterson agrees that an approximate calculation of annual visitor days could be made by multiplying the total number of visitors by the average number of days stayed per visitor (i.e.,  $54,337,181 \times 4.59 \text{ days} = 249,407,661$  visitor days). However, Mr. Peterson cautions that multiplying these numbers to utilize for room tax estimates will not be accurate, because the total number of visitors does not account for those traveling in groups or families, where rooms may be shared.

I hope this provides you with useful information. If you have any questions, please do not hesitate to contact me at 775-684-6825.

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