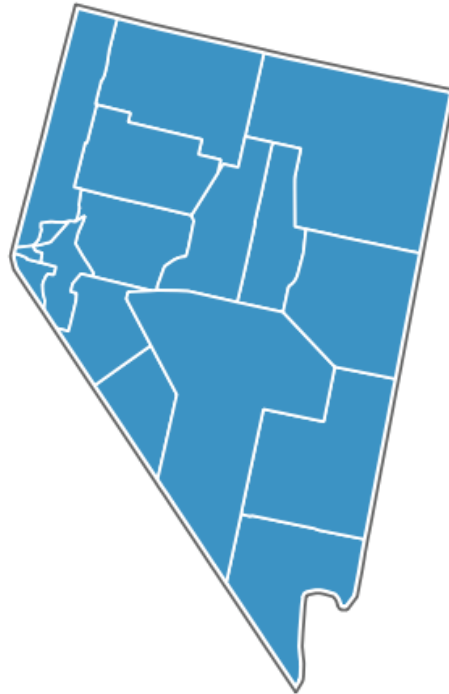




# GOED

NEVADA GOVERNOR'S OFFICE OF ECONOMIC DEVELOPMENT

## Nevada's Hospitality, Tourism, Sports, and Creative Industries Sector



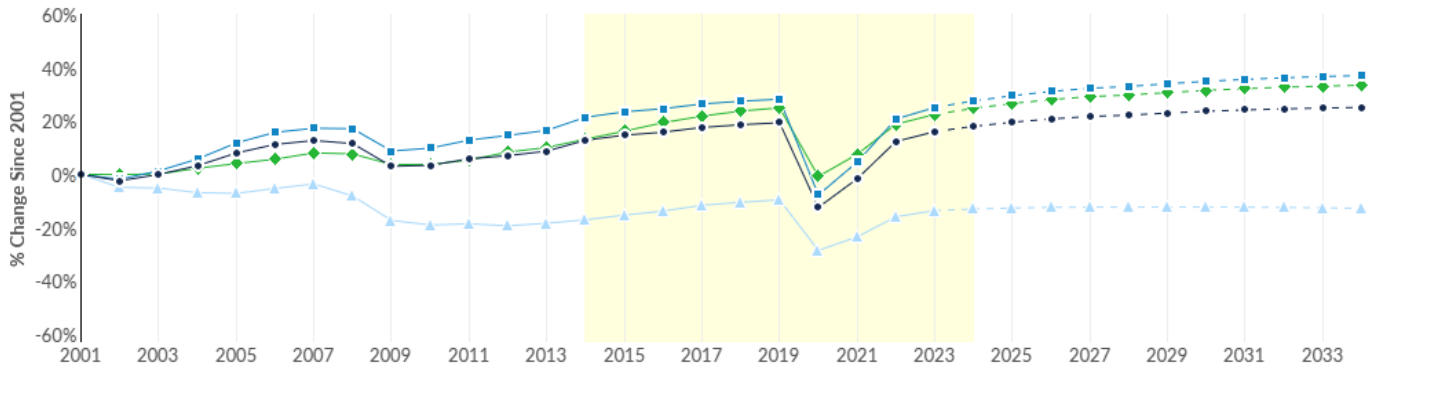
# Industry Summary for Tourism, Gaming and Entertainment

<b>447,836</b> <b>Jobs (2024)</b> 100% above National average	<b>+5.7%</b> <b>% Change (2014-2022)</b> Nation: +10.9%	<b>\$52,269</b> <b>Avg. Earnings Per Job (2024)</b> Nation: \$44,819
---	---	--

## Industry Detail

Payrolled Business Locations (2024)	13,057
Jobs Multiplier	3

## Regional Trends



	Region	2014 Jobs	2024 Jobs	Change	% Change
●	Nevada	423,616	447,836	24,220	5.7%
●	Las Vegas, NV Metro	354,721	376,597	21,877	6.2%
●	Reno, NV Metro	46,087	49,188	3,101	6.7%
●	United States	20,322,978	22,528,818	2,205,840	10.9%

## Regional Breakdown of Nevada’s Tourism, Gaming, and Entertainment Sector

County	Jobs (2014)	Jobs (2024)	Job Change (2014-2024)	Job Change %	Earnings (2023)	Jobs LQ (2023)
Carson City	3,957	4,413	456	12%	\$38,782	1.00
Churchill	1,052	1,235	183	17%	\$31,897	0.84
Clark	354,721	376,597	21,877	6%	\$54,309	2.34
Douglas	6,512	5,606	(905)	(14%)	\$48,707	1.97
Elko	6,321	5,638	(683)	(11%)	\$39,529	1.82
Esmeralda	12	5	(7)	Insf. Data	Insf. Data	0.13
Eureka	51	75	23	46%	\$24,405	0.12
Humboldt	1,235	1,170	(65)	(5%)	\$29,985	1.08
Lander	234	225	(9)	(4%)	\$26,082	0.43
Lincoln	106	114	8	8%	\$27,454	0.56
Lyon	1,602	1,765	162	10%	\$32,226	0.87
Mineral	162	172	10	6%	\$27,046	0.92
Nye	2,128	2,399	271	13%	\$35,526	1.22
Pershing	143	119	(23)	(16%)	\$27,930	0.45
Storey	241	301	60	25%	\$29,277	0.11
Washoe	44,244	47,123	2,879	7%	\$42,097	1.37
White Pine	578	543	(35)	(6%)	\$30,346	0.86

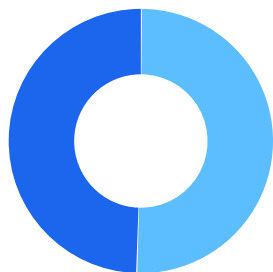
## Top Occupations Employed in these Industries

Description	Employed in Industry Group (2023)	% of Total Jobs in Industry Group (2023)
Fast Food and Counter Workers	41,570	9.5%
Waiters and Waitresses	39,437	9.0%
Cooks, Restaurant	26,234	6.0%
Maids and Housekeeping Cleaners	19,373	4.4%
Gambling Dealers	16,605	3.8%

## Industry Requirements (Top Supply Chain)

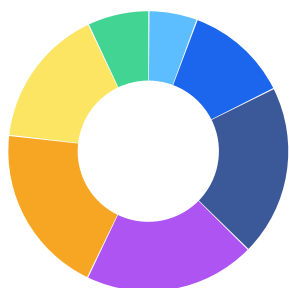
Purchases from	In-region Purchases	Imported Purchases	Total Purchases
Corporate, Subsidiary, and Regional Managing Offices	\$3,514,278,665	\$67,508,658	\$3,581,787,323
Petroleum Refineries	\$13,011,551	\$853,346,301	\$866,357,852
Lessors of Residential Buildings and Dwellings	\$573,368,860	\$150,225,321	\$723,594,181
Offices of Real Estate Agents and Brokers	\$699,261,227	\$4,854,567	\$704,115,794

## Industry Gender Breakdown



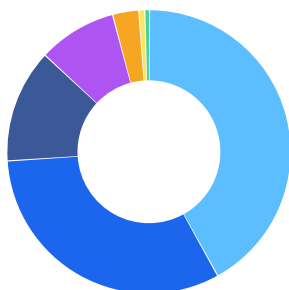
Gender	2024 Jobs	2024 Percent
● Males	230,232	51.4%
● Females	217,604	48.6%

## Industry Age Breakdown



Age	2024 Jobs	2024 Percent
● 14-18	25,883	5.8%
● 19-24	54,022	12.1%
● 25-34	87,037	19.4%
● 35-44	88,338	19.7%
● 45-54	85,581	19.1%
● 55-64	71,836	16.0%
● 65+	35,138	7.8%

## Industry Race/Ethnicity Breakdown



Race/Ethnicity	2024 Jobs	2024 Percent
● White	183,299	40.9%
● Hispanic or Latino	141,095	31.5%
● Asian	56,733	12.7%
● Black or African American	46,726	10.4%
● Two or More Races	14,377	3.2%
● Native Hawaiian or Other Pacific Islander	3,163	0.7%
● American Indian or Alaska Native	2,444	0.5%

## Industry Breakdown of Nevada's Tourism, Gaming, and Entertainment Sector

NAICS	Description	2014 Jobs	2023 Jobs	2014 - 2024 Change	Avg. Earnings Per Job	2023 Location Quotient
312120	Breweries	24	173	149	\$51,950	0.15
312130	Wineries	0	44	44	\$22,739	0.05
312140	Distilleries	<10	192	Insf. Data	\$76,273	0.65
339999	All Other Miscellaneous Manufacturing	5,117	4,214	(902)	\$146,933	5.22
455110	Department Stores	11,685	7,227	(4,459)	\$34,811	0.77
458110	Clothing and Clothing Accessories Retailers	15,774	16,010	235	\$41,320	1.79
458210	Shoe Retailers	3,377	2,675	(702)	\$34,183	1.52
458310	Jewelry Retailers	2,024	1,627	(397)	\$80,082	1.18
458320	Luggage and Leather Goods Retailers	467	517	50	\$71,870	3.84
481111	Scheduled Passenger Air Transportation	5,607	11,127	5,519	\$118,580	2.23
481211	Nonscheduled Chartered Passenger Air Transportation	408	946	538	\$144,341	2.04
481219	Other Nonscheduled Air Transportation	18	49	31	\$129,714	0.59
485111	Mixed Mode Transit Systems	0	0	0	\$0	0.00
485112	Commuter Rail Systems	0	0	0	\$0	0.00
485113	Bus and Other Motor Vehicle Transit Systems	1,945	2,413	468	\$82,490	6.45
485119	Other Urban Transit Systems	134	156	21	\$90,891	10.99
485210	Interurban and Rural Bus Transportation	180	156	(25)	\$67,136	0.99
485310	Taxi Service	8,762	4,739	(4,023)	\$44,023	4.01
485320	Limousine Service	2,970	5,297	2,327	\$36,655	3.21
485510	Charter Bus Industry	380	479	99	\$63,820	2.02
485999	All Other Transit and Ground Passenger Transportation	630	342	(288)	\$56,831	0.83
487110	Scenic and Sightseeing Transportation, Land	454	276	(178)	\$49,420	2.35
487210	Scenic and Sightseeing Transportation, Water	39	46	7	\$56,874	0.23
487990	Scenic and Sightseeing Transportation, Other	822	510	(312)	\$72,283	17.06
512110	Motion Picture and Video Production	1,922	3,019	1,097	\$60,500	1.13

512120	Motion Picture and Video Distribution	38	37	(1)	\$170,966	0.37
512131	Motion Picture Theaters (except Drive-Ins)	1,473	1,457	(17)	\$24,357	1.15
512132	Drive-In Motion Picture Theaters	20	21	2	\$19,672	0.88
512191	Teleproduction and Other Postproduction Services	50	137	87	\$83,534	0.49
512199	Other Motion Picture and Video Industries	<10	15	Insf. Data	\$74,059	0.35
512230	Music Publishers	49	78	29	\$47,995	0.75
512240	Sound Recording Studios	130	189	59	\$53,645	1.08
512290	Other Sound Recording Industries	249	304	55	\$58,853	5.80
516120	Television Broadcasting Stations	756	678	(78)	\$93,406	0.99
516210	Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	719	930	210	\$148,859	0.39
532111	Passenger Car Rental	1,778	2,012	234	\$55,619	1.81
532120	Truck, Utility Trailer, and RV (Recreational Vehicle) Rental and Leasing	608	1,038	430	\$58,266	1.05
532284	Recreational Goods Rental	122	187	65	\$45,858	0.88
561510	Travel Agencies	1,325	1,149	(175)	\$74,502	1.12
561520	Tour Operators	565	593	28	\$53,469	2.18
561591	Convention and Visitors Bureaus	20	27	7	\$69,803	0.25
561599	All Other Travel Arrangement and Reservation Services	1,552	1,345	(207)	\$94,508	1.65
561920	Convention and Trade Show Organizers	5,913	5,573	(340)	\$89,670	9.46
711110	Theater Companies and Dinner Theaters	954	856	(98)	\$43,954	1.01
711120	Dance Companies	317	360	43	\$160,517	2.03
711130	Musical Groups and Artists	978	933	(45)	\$154,369	1.53
711190	Other Performing Arts Companies	1,299	2,243	944	\$83,713	20.20
711211	Sports Teams and Clubs	346	1,806	1,460	\$324,635	1.53
711212	Racetracks	279	169	(110)	\$77,396	0.63
711219	Other Spectator Sports	767	411	(356)	\$113,470	1.26
711310	Promoters of Performing Arts, Sports, and Similar Events with Facilities	664	2,218	1,554	\$49,527	1.63

711320	Promoters of Performing Arts, Sports, and Similar Events without Facilities	1,229	1,885	656	\$105,416	3.86
711410	Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures	447	418	(28)	\$71,649	1.15
711510	Independent Artists, Writers, and Performers	2,984	4,838	1,854	\$52,225	1.20
712110	Museums	523	1,141	618	\$44,831	1.09
712120	Historical Sites	<10	<10	Insf. Data	Insf. Data	0.04
712130	Zoos and Botanical Gardens	27	71	44	\$40,249	0.15
712190	Nature Parks and Other Similar Institutions	58	70	12	\$39,664	0.47
713110	Amusement and Theme Parks	577	1,268	691	\$38,098	0.60
713120	Amusement Arcades	136	364	228	\$37,643	0.97
713210	Casinos (except Casino Hotels)	8,022	6,447	(1,575)	\$45,955	9.83
713290	Other Gambling Industries	3,222	5,682	2,460	\$56,297	8.72
713910	Golf Courses and Country Clubs	4,141	5,258	1,117	\$45,742	1.21
713920	Skiing Facilities	419	576	157	\$40,287	1.29
713930	Marinas	245	245	(0)	\$64,590	0.50
713940	Fitness and Recreational Sports Centers	4,691	7,306	2,615	\$27,075	1.04
713950	Bowling Centers	271	482	211	\$30,969	0.68
713990	All Other Amusement and Recreation Industries	2,303	4,967	2,664	\$42,509	1.72
721110	Hotels (except Casino Hotels) and Motels	15,564	15,848	284	\$51,624	1.02
721120	Casino Hotels	181,336	146,103	(35,234)	\$58,897	59.83
721191	Bed-and-Breakfast Inns	14	<10	Insf. Data	Insf. Data	0.03
721199	All Other Traveler Accommodation	32	78	45	\$45,974	0.40
721211	RV (Recreational Vehicle) Parks and Campgrounds	322	315	(7)	\$34,046	0.79
721214	Recreational and Vacation Camps (except Campgrounds)	24	14	(10)	\$33,383	0.03
722310	Food Service Contractors	4,190	7,152	2,962	\$38,625	1.14
722320	Caterers	1,213	1,863	650	\$43,905	0.81
722330	Mobile Food Services	383	841	458	\$37,105	0.97
722410	Drinking Places (Alcoholic Beverages)	8,471	7,952	(519)	\$44,243	1.81



722511	Full-Service Restaurants	55,363	73,010	17,646	\$39,789	1.34
722513	Limited-Service Restaurants	37,935	54,767	16,833	\$27,171	1.17
722514	Cafeterias, Grill Buffets, and Buffets	795	624	(172)	\$30,678	0.79
722515	Snack and Nonalcoholic Beverage Bars	4,952	11,243	6,290	\$26,846	1.13

# Data Sources and Calculations

## Industry Data

Lightcast industry data have various sources depending on the class of worker. (1) For QCEW Employees, Lightcast primarily uses the QCEW (Quarterly Census of Employment and Wages), with supplemental estimates from County Business Patterns. (2) Non-QCEW employees data are based on a number of sources including QCEW, Current Employment Statistics, County Business Patterns, BEA State and Local Personal Income reports, the National Industry-Occupation Employment Matrix (NIOEM), the American Community Survey, and Railroad Retirement Board statistics. (3) Self-Employed and Extended Proprietor classes of worker data are primarily based on the American Community Survey, Nonemployer Statistics, and BEA State and Local Personal Income Reports. Projections for QCEW and Non-QCEW Employees are informed by NIOEM and long-term industry projections published by individual states.

## Input-Output Data

The input-output model in this report is Lightcast's gravitational flows multi-regional social account matrix model (MR-SAM). It is based on data from the Census Bureau's Current Population Survey and American Community Survey; as well as the Bureau of Economic Analysis' National Income and Product Accounts, Input-Output Make and Use Tables, and Gross State Product data. In addition, several Lightcast in-house data sets are used, as well as data from Oak Ridge National Labs on the cost of transportation between counties.

## Staffing Patterns Data

The staffing pattern data in this report are compiled from several sources using a specialized process. For QCEW and Non-QCEW Employees classes of worker, sources include Occupational Employment Statistics, the National Industry-Occupation Employment Matrix, and the American Community Survey. For the Self-Employed and Extended Proprietors classes of worker, the primary source is the American Community Survey, with a small amount of information from Occupational Employment Statistics.

## State Data Sources

This report uses state data from the following agencies: Nevada Department of Employment, Training and Rehabilitation