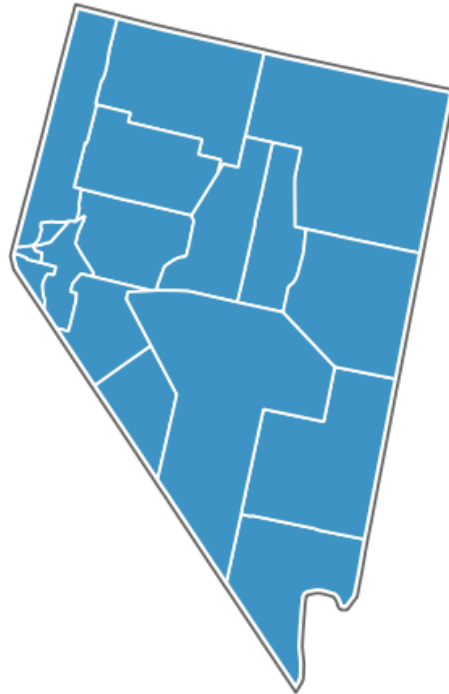




GOED
NEVADA GOVERNOR'S OFFICE OF ECONOMIC DEVELOPMENT

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



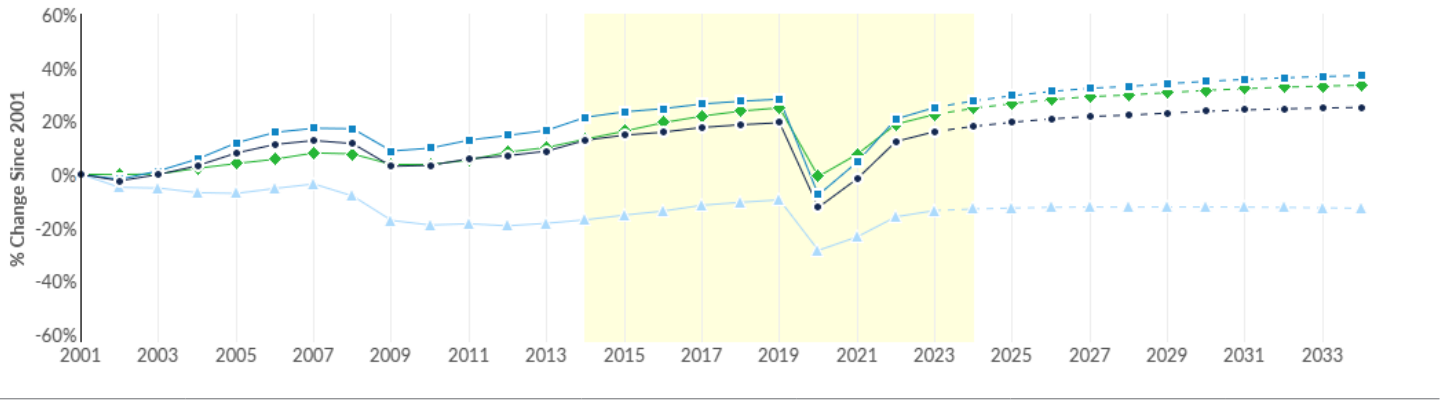
Industry Summary for Tourism, Gaming and Entertainment

457,706 Jobs (2025) 102% above National average	+6.3% % Change (2015-2025) Nation: +8.9%	\$54,094 Avg. Earnings Per Job (2024) Nation: \$46,263
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Industry Detail

Payrolled Business Locations (2024)	12,958
Jobs Multiplier	3

Regional Trends



	Region	2015 Jobs	2025 Jobs	Change	% Change
●	Nevada	430,735	457,706	26,971	6.3%
●	Las Vegas, NV Metro	360,612	385,362	24,751	6.9%
●	Reno, NV Metro	47,003	50,003	2,999	6.4%
●	United States	20,855,605	22,721,901	1,866,296	8.9%

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

County	Jobs (2015)	Jobs (2025)	Job Change (2015-2025)	Job Change %	Earnings (2024)	Jobs LQ (2024)
Carson City	4,094	4,238	144	4%	\$37,326	0.96
Churchill	1,066	1,235	169	16%	\$31,757	0.85
Clark	360,612	385,362	24,751	7%	\$56,338	2.36
Douglas	6,762	5,898	(864)	(13%)	\$51,285	2.02
Elko	6,273	5,684	(589)	(9%)	\$39,855	1.85
Esmeralda	5	5	0	Insf. Data	Insf. Data	0.12
Eureka	34	77	43	129%	\$25,469	0.12
Humboldt	1,174	1,138	(36)	(3%)	\$30,009	1.04
Lander	214	218	4	2%	\$27,412	0.42
Lincoln	110	118	8	7%	\$27,677	0.58
Lyon	1,575	1,782	207	13%	\$32,400	0.88
Mineral	175	175	(1)	(0%)	\$28,540	1.03
Nye	2,165	2,471	307	14%	\$36,317	1.23
Pershing	147	120	(27)	(18%)	\$27,574	0.45
Storey	231	307	76	33%	\$29,528	0.12
Washoe	45,197	47,913	2,716	6%	\$42,617	1.39
White Pine	546	541	(4)	(1%)	\$31,093	0.86

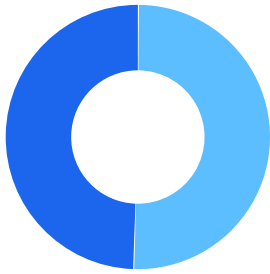
Top Occupations Employed in these Industries

Description	Employed in Industry Group (2024)	% of Total Jobs in Industry Group (2024)
Fast Food and Counter Workers	41,943	9.3%
Waiters and Waitresses	40,048	8.9%
Cooks, Restaurant	27,096	6.0%
Maids and Housekeeping Cleaners	19,747	4.4%
Gambling Dealers	17,400	3.9%

Industry Requirements (Top Supply Chain)

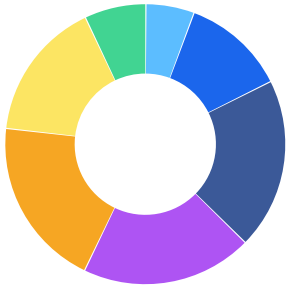
Purchases from	In-region Purchases	Imported Purchases	Total Purchases
Corporate, Subsidiary, and Regional Managing Offices	\$3,460,565,023	\$248,322,028	\$3,708,887,051
Lessors of Residential Buildings and Dwellings	\$689,152,975	\$193,888,327	\$883,041,301
Offices of Real Estate Agents and Brokers	\$823,920,814	\$4,998,149	\$828,918,963
Investment Banking and Securities Intermediation	\$216,323,972	\$609,471,568	\$825,795,540
Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	\$572,667,605	\$220,561,826	\$793,229,431

Industry Gender Breakdown



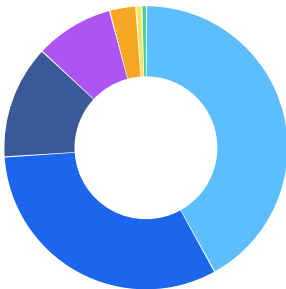
Gender	2025 Jobs	2025 Percent
● Males	235,054	51.4%
● Females	222,653	48.6%

Industry Age Breakdown



Age	2025 Jobs	2025 Percent
● 14-18	25,823	5.6%
● 19-24	54,164	11.8%
● 25-34	88,221	19.3%
● 35-44	92,209	20.1%
● 45-54	87,586	19.1%
● 55-64	73,661	16.1%
● 65+	36,041	7.9%

Industry Race/Ethnicity Breakdown



Race/Ethnicity	2025 Jobs	2025 Percent
● White	186,688	40.8%
● Hispanic or Latino	145,665	31.8%
● Asian	57,401	12.5%
● Black or African American	47,008	10.3%
● Two or More Races	14,970	3.3%
● Native Hawaiian or Other Pacific Islander	3,480	0.8%
● American Indian or Alaska Native	2,494	0.5%

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

NAICS	Description	2015 Jobs	2025 Jobs	2015 - 2025 Change	Avg. Earnings Per Job	2024 Location Quotient
312120	Breweries	37	146	109	\$52,866	0.12
312130	Wineries	0	38	38	\$21,919	0.05
312140	Distilleries	<10	169	Insf. Data	\$67,066	0.58
339999	All Other Miscellaneous Manufacturing	4,740	4,261	(479)	\$151,816	5.24
455110	Department Stores	11,816	8,334	(3,482)	\$35,250	0.86
458110	Clothing and Clothing Accessories Retailers	15,894	14,516	(1,378)	\$42,776	1.64
458210	Shoe Retailers	3,523	2,685	(838)	\$34,698	1.53
458310	Jewelry Retailers	2,033	1,761	(272)	\$80,230	1.29
458320	Luggage and Leather Goods Retailers	463	546	83	\$74,409	4.17
481111	Scheduled Passenger Air Transportation	6,095	11,453	5,358	\$143,851	2.24
481211	Nonscheduled Chartered Passenger Air Transportation	408	987	579	\$146,214	2.09
481219	Other Nonscheduled Air Transportation	<10	58	Insf. Data	\$138,224	0.69
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	2,048	2,503	455	\$84,323	6.43
485119	Other Urban Transit Systems	154	161	7	\$97,647	11.00
485210	Interurban and Rural Bus Transportation	183	142	(41)	\$69,014	0.88
485310	Taxi Service	8,937	4,938	(3,998)	\$42,986	3.81
485320	Limousine Service	3,474	6,088	2,614	\$35,938	3.33
485510	Charter Bus Industry	421	498	76	\$66,409	2.07
485999	All Other Transit and Ground Passenger Transportation	685	361	(323)	\$57,270	0.84
487110	Scenic and Sightseeing Transportation, Land	425	263	(162)	\$49,080	2.19
487210	Scenic and Sightseeing Transportation, Water	42	40	(3)	\$49,823	0.19
487990	Scenic and Sightseeing Transportation, Other	856	535	(320)	\$75,378	16.79
512110	Motion Picture and Video Production	1,842	3,193	1,351	\$60,170	1.20

512120	Motion Picture and Video Distribution	27	38	11	\$150,819	0.38
512131	Motion Picture Theaters (except Drive-Ins)	1,552	1,388	(164)	\$24,275	1.12
512132	Drive-In Motion Picture Theaters	15	18	3	\$20,890	0.72
512191	Teleproduction and Other Postproduction Services	68	136	67	\$81,200	0.49
512199	Other Motion Picture and Video Industries	<10	16	Insf. Data	\$73,433	0.37
512230	Music Publishers	50	73	23	\$46,564	0.71
512240	Sound Recording Studios	124	181	57	\$55,018	1.10
512290	Other Sound Recording Industries	276	271	(4)	\$67,470	5.39
516120	Television Broadcasting Stations	754	704	(50)	\$92,514	1.02
516210	Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	785	932	146	\$167,342	0.39
532111	Passenger Car Rental	1,916	2,087	172	\$53,648	1.85
532120	Truck, Utility Trailer, and RV (Recreational Vehicle) Rental and Leasing	616	1,032	416	\$58,743	1.04
532284	Recreational Goods Rental	137	190	53	\$45,282	0.87
561510	Travel Agencies	1,416	1,202	(214)	\$73,740	1.16
561520	Tour Operators	618	601	(17)	\$53,973	2.13
561591	Convention and Visitors Bureaus	22	28	6	\$73,320	0.26
561599	All Other Travel Arrangement and Reservation Services	1,640	1,419	(220)	\$97,917	1.74
561920	Convention and Trade Show Organizers	6,443	5,678	(765)	\$91,613	9.32
711110	Theater Companies and Dinner Theaters	757	887	130	\$45,952	1.04
711120	Dance Companies	271	385	114	\$148,195	2.07
711130	Musical Groups and Artists	1,030	1,020	(10)	\$144,057	1.63
711190	Other Performing Arts Companies	1,351	2,229	878	\$82,046	18.77
711211	Sports Teams and Clubs	323	1,896	1,572	\$341,324	1.53
711212	Racetracks	317	170	(147)	\$74,790	0.65
711219	Other Spectator Sports	723	418	(306)	\$115,760	1.33
711310	Promoters of Performing Arts, Sports, and Similar Events with Facilities	653	3,364	2,711	\$51,104	2.31

711320	Promoters of Performing Arts, Sports, and Similar Events without Facilities	1,242	1,855	613	\$107,894	3.64
711410	Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures	458	389	(70)	\$80,312	1.04
711510	Independent Artists, Writers, and Performers	2,785	4,674	1,889	\$56,128	1.23
712110	Museums	579	1,195	616	\$45,689	1.11
712120	Historical Sites	<10	<10	Insf. Data	Insf. Data	0.04
712130	Zoos and Botanical Gardens	26	70	44	\$41,186	0.14
712190	Nature Parks and Other Similar Institutions	57	73	16	\$41,808	0.48
713110	Amusement and Theme Parks	653	1,361	708	\$38,721	0.65
713120	Amusement Arcades	142	422	280	\$36,273	1.11
713210	Casinos (except Casino Hotels)	7,660	6,351	(1,309)	\$46,788	9.67
713290	Other Gambling Industries	3,096	5,640	2,545	\$55,161	8.09
713910	Golf Courses and Country Clubs	4,141	5,417	1,276	\$46,343	1.21
713920	Skiing Facilities	431	613	182	\$39,181	1.30
713930	Marinas	236	271	35	\$62,375	0.54
713940	Fitness and Recreational Sports Centers	5,086	7,507	2,421	\$25,696	1.03
713950	Bowling Centers	246	479	233	\$31,900	0.67
713990	All Other Amusement and Recreation Industries	2,465	5,120	2,655	\$41,983	1.72
721110	Hotels (except Casino Hotels) and Motels	15,518	16,027	509	\$52,191	1.01
721120	Casino Hotels	180,210	151,580	(28,630)	\$60,453	59.86
721191	Bed-and-Breakfast Inns	<10	<10	Insf. Data	Insf. Data	0.03
721199	All Other Traveler Accommodation	33	82	49	\$53,075	0.40
721211	RV (Recreational Vehicle) Parks and Campgrounds	346	310	(36)	\$35,088	0.77
721214	Recreational and Vacation Camps (except Campgrounds)	37	34	(3)	\$42,892	0.08
722310	Food Service Contractors	4,301	7,361	3,059	\$40,747	1.12
722320	Caterers	1,128	1,944	816	\$43,075	0.82
722330	Mobile Food Services	410	976	566	\$36,738	1.06
722410	Drinking Places (Alcoholic Beverages)	8,406	7,894	(512)	\$44,294	1.79

722511	Full-Service Restaurants	58,741	73,125	14,385	\$40,607	1.33
722513	Limited-Service Restaurants	40,021	55,269	15,248	\$27,757	1.17
722514	Cafeterias, Grill Buffets, and Buffets	782	626	(156)	\$31,515	0.78
722515	Snack and Nonalcoholic Beverage Bars	5,503	10,987	5,485	\$28,126	1.11

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