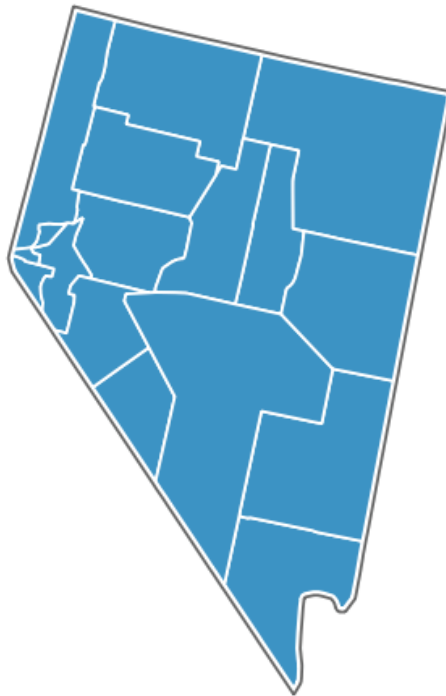




**GOED**  
NEVADA GOVERNOR'S OFFICE OF ECONOMIC DEVELOPMENT

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



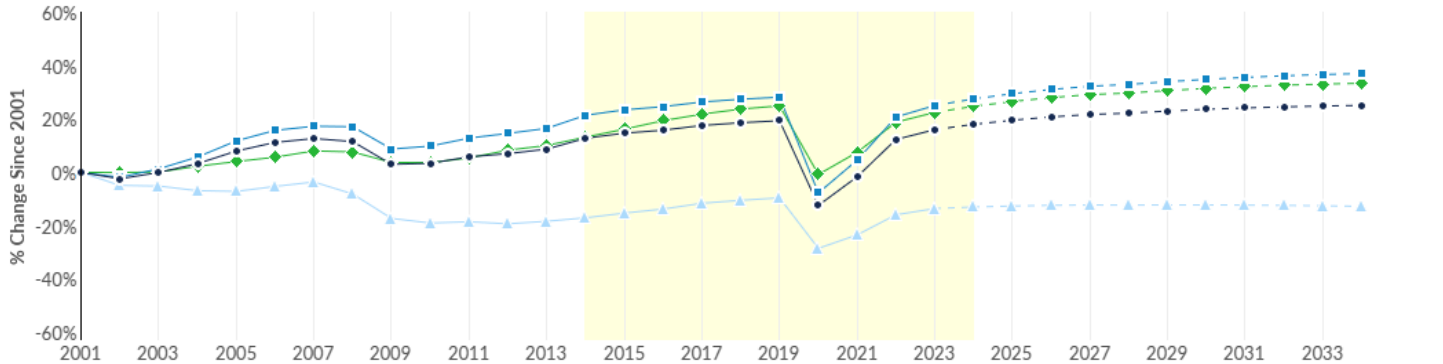
# Industry Summary for Tourism, Gaming and Entertainment

<b>463,780</b> Jobs (2025) 103% above National average	<b>+7.7%</b> % Change (2015-2025) Nation: +9.7%	<b>\$55,277</b> Avg. Earnings Per Job (2024) Nation: \$46,263
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## Industry Detail

Payrolled Business Locations (2024)	13,246
Jobs Multiplier	3

## Regional Trends



	Region	2015 Jobs	2025 Jobs	Change	% Change
●	Nevada	430,696	463,780	33,084	7.7%
●	Las Vegas, NV Metro	360,606	391,293	30,687	8.5%
●	Reno, NV Metro	46,978	49,958	2,980	6.3%
●	United States	20,855,613	22,883,184	2,027,571	9.7%

## 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	4,087	3,969	(119)	(3%)	\$35,940	0.90
Churchill	1,084	1,232	148	14%	\$32,181	0.84
Clark	360,606	391,293	30,687	9%	\$57,470	2.37
Douglas	6,766	6,258	(508)	(8%)	\$52,208	2.09
Elko	6,262	5,737	(525)	(8%)	\$40,736	1.86
Esmeralda	5	23	18	Insf. Data	\$40,135	0.43
Eureka	34	68	34	101%	\$22,784	0.10
Humboldt	1,182	1,128	(54)	(5%)	\$30,186	1.02
Lander	214	200	(14)	(7%)	\$28,128	0.39
Lincoln	110	110	0	0%	\$25,635	0.53
Lyon	1,579	1,794	214	14%	\$32,873	0.88
Mineral	175	163	(12)	(7%)	\$29,239	0.97
Nye	2,183	2,484	301	14%	\$37,482	1.24
Pershing	147	130	(17)	(12%)	\$27,447	0.47
Storey	231	355	124	54%	\$29,789	0.13
Washoe	45,168	47,809	2,642	6%	\$43,828	1.38
White Pine	548	538	(10)	(2%)	\$32,008	0.86

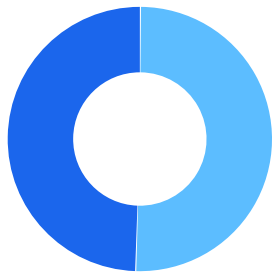
## Top Occupations Employed in these Industries

Description	Employed in Industry Group (2024)	% of Total Jobs in Industry Group (2024)
Fast Food and Counter Workers	41,081	9.0%
Waiters and Waitresses	40,462	8.9%
Cooks, Restaurant	26,266	5.8%
Maids and Housekeeping Cleaners	19,073	4.2%
Gambling Dealers	17,075	3.8%

## Industry Requirements (Top Supply Chain)

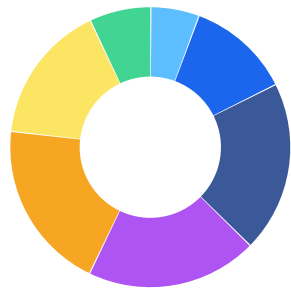
Purchases from	In-region Purchases	Imported Purchases	Total Purchases
Corporate, Subsidiary, and Regional Managing Offices	\$3,480,165,023	\$257,461,890	\$3,737,626,913
Lessors of Residential Buildings and Dwellings	\$694,838,698	\$216,793,171	\$911,631,869
Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	\$546,234,574	\$267,116,632	\$813,351,206
Offices of Real Estate Agents and Brokers	\$773,192,134	\$6,527,166	\$779,719,300
Petroleum Refineries	\$15,017,412	\$761,142,444	\$776,159,856

## Industry Gender Breakdown



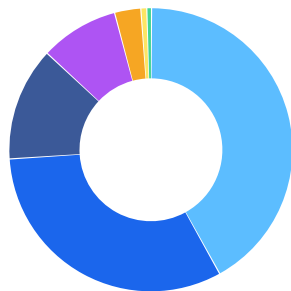
Gender	2025 Jobs	2025 Percent
Males	238,163	51.4%
Females	225,617	48.6%

## Industry Age Breakdown



Age	2025 Jobs	2025 Percent
14-18	25,162	5.4%
19-24	55,261	11.9%
25-34	89,158	19.2%
35-44	93,892	20.2%
45-54	88,323	19.0%
55-64	74,608	16.1%
65+	37,376	8.1%

## Industry Race/Ethnicity Breakdown



Race/Ethnicity	2025 Jobs	2025 Percent
White	187,863	40.5%
Hispanic or Latino	148,846	32.1%
Asian	58,117	12.5%
Black or African American	47,521	10.2%
Two or More Races	15,361	3.3%
Native Hawaiian or Other Pacific Islander	3,539	0.8%
American Indian or Alaska Native	2,533	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	128	91	\$53,293	0.11
312130	Wineries	0	42	42	\$27,110	0.05
312140	Distilleries	<10	114	Insf. Data	\$76,636	0.38
339999	All Other Miscellaneous Manufacturing	4,740	4,281	(459)	\$158,127	5.19
455110	Department Stores	11,783	9,412	(2,371)	\$34,478	0.94
458110	Clothing and Clothing Accessories Retailers	15,894	13,208	(2,685)	\$44,692	1.50
458210	Shoe Retailers	3,523	2,632	(891)	\$35,619	1.50
458310	Jewelry Retailers	2,034	1,745	(289)	\$82,905	1.26
458320	Luggage and Leather Goods Retailers	462	552	89	\$77,160	4.45
481111	Scheduled Passenger Air Transportation	6,095	11,341	5,246	\$156,037	2.21
481211	Nonscheduled Chartered Passenger Air Transportation	408	1,021	613	\$145,742	2.17
481219	Other Nonscheduled Air Transportation	11	63	52	\$147,499	0.72
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	2,067	2,690	623	\$86,846	6.76
485119	Other Urban Transit Systems	136	180	44	\$109,426	12.14
485210	Interurban and Rural Bus Transportation	183	117	(66)	\$75,631	0.72
485310	Taxi and Ridesharing Services	8,937	4,803	(4,133)	\$43,209	3.64
485320	Limousine Service	3,474	6,029	2,555	\$36,345	3.30
485510	Charter Bus Industry	421	510	89	\$70,140	2.12
485999	All Other Transit and Ground Passenger Transportation	685	369	(316)	\$59,488	0.83
487110	Scenic and Sightseeing Transportation, Land	425	245	(180)	\$48,089	2.03
487210	Scenic and Sightseeing Transportation, Water	42	33	(9)	\$47,082	0.16
487990	Scenic and Sightseeing Transportation, Other	856	575	(281)	\$77,612	17.75
512110	Motion Picture and Video Production	1,842	3,388	1,546	\$58,555	1.20

512120	Motion Picture and Video Distribution	24	37	13	\$102,276	0.39
512131	Motion Picture Theaters (except Drive-Ins)	1,549	1,363	(186)	\$25,900	1.12
512132	Drive-In Motion Picture Theaters	19	19	(0)	\$21,988	0.75
512191	Teleproduction and Other Postproduction Services	68	148	79	\$82,234	0.54
512199	Other Motion Picture and Video Industries	<10	17	Insf. Data	\$71,119	0.36
512230	Music Publishers	50	77	27	\$47,679	0.75
512240	Sound Recording Studios	124	181	57	\$56,277	1.10
512290	Other Sound Recording Industries	275	297	21	\$70,928	5.89
516120	Television Broadcasting Stations	765	741	(24)	\$90,431	1.06
516210	Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	786	942	156	\$192,530	0.39
532111	Passenger Car Rental	1,916	2,129	214	\$54,097	1.90
532120	Truck, Utility Trailer, and RV (Recreational Vehicle) Rental and Leasing	616	1,049	433	\$61,103	1.06
532284	Recreational Goods Rental	137	198	61	\$45,127	0.90
561510	Travel Agencies	1,416	1,204	(212)	\$76,634	1.16
561520	Tour Operators	618	604	(15)	\$53,738	2.08
561591	Convention and Visitors Bureaus	22	30	9	\$77,971	0.27
561599	All Other Travel Arrangement and Reservation Services	1,640	1,475	(165)	\$97,814	1.79
561920	Convention and Trade Show Organizers	6,443	5,827	(616)	\$92,130	9.36
711110	Theater Companies and Dinner Theaters	757	959	201	\$44,850	1.11
711120	Dance Companies	271	390	120	\$202,485	2.05
711130	Musical Groups and Artists	1,030	1,109	80	\$117,956	1.76
711190	Other Performing Arts Companies	1,351	2,139	789	\$84,604	17.56
711211	Sports Teams and Clubs	323	1,984	1,661	\$334,785	1.56
711212	Racetracks	310	191	(120)	\$80,215	0.74
711219	Other Spectator Sports	730	398	(332)	\$116,721	1.24
711310	Promoters of Performing Arts, Sports, and Similar Events with Facilities	653	3,657	3,003	\$50,149	2.39

711320	Promoters of Performing Arts, Sports, and Similar Events without Facilities	1,242	1,922	680	\$109,915	3.65
711410	Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures	458	397	(61)	\$88,317	1.06
711510	Independent Artists, Writers, and Performers	2,785	5,142	2,357	\$55,782	1.35
712110	Museums	579	1,169	590	\$49,878	1.07
712120	Historical Sites	<10	<10	Insf. Data	Insf. Data	0.04
712130	Zoos and Botanical Gardens	26	65	39	\$42,579	0.13
712190	Nature Parks and Other Similar Institutions	57	71	14	\$43,451	0.45
713110	Amusement and Theme Parks	653	1,399	746	\$37,643	0.64
713120	Amusement Arcades	142	481	338	\$39,192	1.22
713210	Casinos (except Casino Hotels)	7,660	6,175	(1,485)	\$48,159	9.49
713290	Other Gambling Industries	3,096	5,559	2,463	\$55,647	7.40
713910	Golf Courses and Country Clubs	4,141	5,484	1,343	\$48,157	1.20
713920	Skiing Facilities	431	596	166	\$40,667	1.32
713930	Marinas	236	282	45	\$52,401	0.57
713940	Fitness and Recreational Sports Centers	5,086	7,580	2,493	\$26,104	1.02
713950	Bowling Centers	246	448	201	\$34,662	0.63
713990	All Other Amusement and Recreation Industries	2,465	5,353	2,887	\$42,285	1.77
721110	Hotels (except Casino Hotels) and Motels	15,518	16,138	619	\$53,168	1.01
721120	Casino Hotels	180,210	155,291	(24,919)	\$61,435	59.89
721191	Bed-and-Breakfast Inns	10	<10	Insf. Data	Insf. Data	0.03
721199	All Other Traveler Accommodation	31	85	54	\$55,977	0.40
721211	RV (Recreational Vehicle) Parks and Campgrounds	346	310	(36)	\$36,324	0.77
721214	Recreational and Vacation Camps (except Campgrounds)	15	25	11	\$37,134	0.06
722310	Food Service Contractors	4,301	7,219	2,918	\$43,762	1.08
722320	Caterers	1,128	1,948	820	\$44,847	0.82
722330	Mobile Food Services	410	1,042	632	\$36,162	1.12
722410	Drinking Places (Alcoholic Beverages)	8,406	7,802	(604)	\$44,232	1.77



722511	Full-Service Restaurants	58,741	73,623	14,882	\$40,937	1.34
722513	Limited-Service Restaurants	40,021	55,777	15,756	\$28,150	1.18
722514	Cafeterias, Grill Buffets, and Buffets	782	657	(125)	\$32,154	0.80
722515	Snack and Nonalcoholic Beverage Bars	5,503	11,087	5,584	\$29,197	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