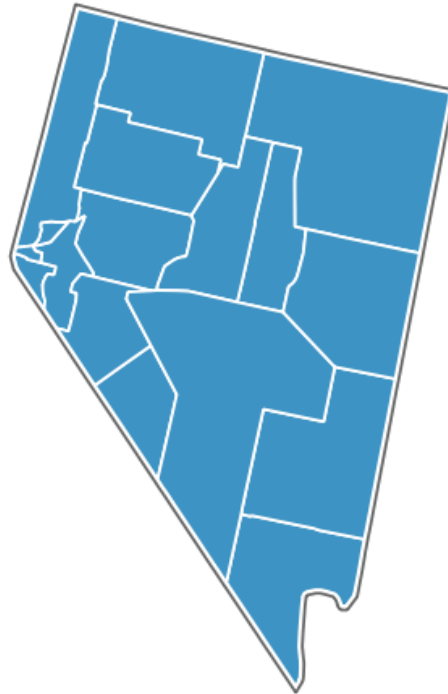




**GOED**  
NEVADA GOVERNOR'S OFFICE OF ECONOMIC DEVELOPMENT

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



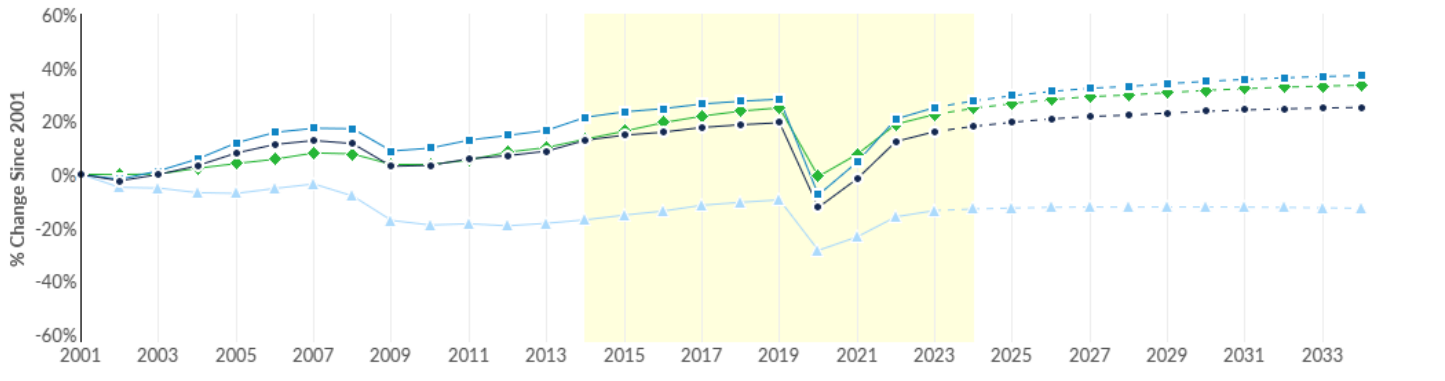
# Industry Summary for Tourism, Gaming and Entertainment

<b>465,258</b> <b>Jobs (2026)</b> 103% above National average	<b>+7.0%</b> <b>% Change (2016-2026)</b> Nation: +6.8%	<b>\$57,078</b> <b>Avg. Earnings Per Job (2025)</b> Nation: \$49,464
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## Industry Detail

Payrolled Business Locations (2025)	13,386
Jobs Multiplier	3

## Regional Trends



	Region	2016 Jobs	2026 Jobs	Change	% Change
●	Nevada	434,954	465,258	30,304	7.0%
●	Las Vegas, NV Metro	364,145	391,720	27,575	7.6%
●	Reno, NV Metro	47,898	50,641	2,743	5.7%
●	United States	21,430,191	22,895,768	1,465,577	6.8%

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

County	Jobs (2016)	Jobs (2026)	Job Change (2016-2026)	Job Change %	Earnings (2025)	Jobs LQ (2025)
Carson City	4,085	3,952	(133)	(3%)	\$36,891	0.88
Churchill	1,110	1,182	72	6%	\$32,681	0.82
Clark	364,145	391,720	27,575	8%	\$59,325	2.36
Douglas	6,672	6,608	(65)	(1%)	\$54,269	2.11
Elko	6,212	5,847	(365)	(6%)	\$41,924	1.86
Esmeralda	11	20	8	76%	\$39,435	0.35
Eureka	32	59	27	83%	\$55,491	0.09
Humboldt	1,153	1,118	(36)	(3%)	\$32,222	1.01
Lander	203	203	(0)	(0%)	\$29,369	0.39
Lincoln	109	112	3	3%	\$27,206	0.53
Lyon	1,649	1,799	150	9%	\$34,113	0.88
Mineral	176	164	(12)	(7%)	\$29,867	1.06
Nye	2,227	2,522	294	13%	\$40,710	1.25
Pershing	149	126	(24)	(16%)	\$28,504	0.43
Storey	233	353	120	51%	\$32,179	0.12
Washoe	46,017	48,490	2,473	5%	\$45,379	1.39
White Pine	532	549	17	3%	\$32,133	0.87

## Top Occupations Employed in these Industries

Description	Employed in Industry Group (2025)	% of Total Jobs in Industry Group (2025)
Fast Food and Counter Workers	41,721	9.1%
Waiters and Waitresses	40,579	8.9%
Cooks, Restaurant	26,681	5.8%
Maids and Housekeeping Cleaners	18,955	4.1%
Gambling Dealers	17,228	3.8%

## Industry Requirements (Top Supply Chain)

Purchases from	In-region Purchases	Imported Purchases	Total Purchases
Corporate, Subsidiary, and Regional Managing Offices	\$4,295,347,457	\$63,892,764	\$4,359,240,222
Lessors of Residential Buildings and Dwellings	\$775,602,348	\$198,921,027	\$974,523,375
Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	\$262,872,753	\$707,481,222	\$970,353,975
Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	\$533,437,071	\$315,963,684	\$849,400,755

## Industry Gender Breakdown



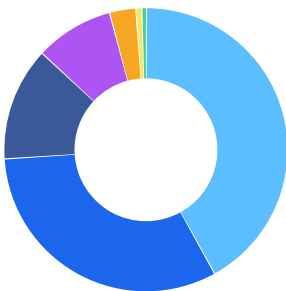
Gender	2026 Jobs	2026 Percent
● Males	237,624	51.1%
● Females	227,633	48.9%

## Industry Age Breakdown



Age	2026 Jobs	2026 Percent
● 14-18	23,873	5.1%
● 19-24	56,627	12.2%
● 25-34	88,944	19.1%
● 35-44	94,223	20.3%
● 45-54	87,777	18.9%
● 55-64	75,204	16.2%
● 65+	38,610	8.3%

## Industry Race/Ethnicity Breakdown



Race/Ethnicity	2026 Jobs	2026 Percent
● White	187,417	40.3%
● Hispanic or Latino	151,974	32.7%
● Asian	58,251	12.5%
● Black or African American	45,873	9.9%
● Two or More Races	15,758	3.4%
● Native Hawaiian or Other Pacific Islander	3,419	0.7%
● American Indian or Alaska Native	2,565	0.6%

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

NAICS	Description	2016 Jobs	2026 Jobs	2016 - 2026 Change	Avg. Earnings Per Job	2026 Location Quotient
312120	Breweries	43	213	170	\$27,811	0.19
312130	Wineries	0	62	62	\$25,838	0.08
312140	Distilleries	<10	135	Insf. Data	\$47,431	0.47
339999	All Other Miscellaneous Manufacturing	4,692	4,357	(334)	\$160,154	5.29
455110	Department Stores	11,040	9,718	(1,322)	\$34,331	1.04
458110	Clothing and Clothing Accessories Retailers	15,200	12,465	(2,735)	\$45,510	1.41
458210	Shoe Retailers	3,503	2,676	(827)	\$36,441	1.53
458310	Jewelry Retailers	1,963	1,906	(57)	\$84,883	1.31
458320	Luggage and Leather Goods Retailers	461	554	93	\$83,819	4.46
481111	Scheduled Passenger Air Transportation	6,441	11,115	4,674	\$153,203	2.15
481211	Nonscheduled Chartered Passenger Air Transportation	366	1,096	730	\$158,003	2.33
481219	Other Nonscheduled Air Transportation	27	68	41	\$151,614	0.71
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	2,236	2,700	464	\$87,540	6.61
485119	Other Urban Transit Systems	88	143	55	\$177,170	7.03
485210	Interurban and Rural Bus Transportation	174	96	(78)	\$79,555	0.59
485310	Taxi and Ridesharing Services	8,321	4,507	(3,815)	\$42,957	1.96
485320	Limousine Service	3,572	5,778	2,206	\$37,312	3.28
485510	Charter Bus Industry	449	515	67	\$75,069	2.12
485999	All Other Transit and Ground Passenger Transportation	719	372	(348)	\$64,018	0.83
487110	Scenic and Sightseeing Transportation, Land	420	281	(139)	\$42,335	2.27
487210	Scenic and Sightseeing Transportation, Water	39	63	24	\$32,612	0.30
487990	Scenic and Sightseeing Transportation, Other	919	569	(350)	\$76,130	17.59
512110	Motion Picture and Video Production	2,474	3,413	940	\$50,861	1.31

512120	Motion Picture and Video Distribution	34	34	0	\$76,878	0.40
512131	Motion Picture Theaters (except Drive-Ins)	1,544	1,353	(191)	\$27,050	1.10
512132	Drive-In Motion Picture Theaters	29	37	8	\$25,324	1.45
512191	Teleproduction and Other Postproduction Services	81	146	65	\$80,040	0.59
512199	Other Motion Picture and Video Industries	21	22	2	\$68,505	0.52
512230	Music Publishers	41	59	18	\$50,704	0.62
512240	Sound Recording Studios	116	144	27	\$56,335	0.97
512290	Other Sound Recording Industries	277	315	39	\$74,747	6.78
516120	Television Broadcasting Stations	771	760	(12)	\$92,949	1.10
516210	Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	790	1,085	294	\$203,640	0.42
532111	Passenger Car Rental	1,955	2,150	195	\$55,067	1.94
532120	Truck, Utility Trailer, and RV (Recreational Vehicle) Rental and Leasing	695	1,099	405	\$61,675	1.11
532284	Recreational Goods Rental	169	242	72	\$45,151	1.12
561510	Travel Agencies	1,470	1,187	(283)	\$80,887	1.17
561520	Tour Operators	614	580	(34)	\$58,257	2.00
561591	Convention and Visitors Bureaus	32	35	3	\$90,210	0.31
561599	All Other Travel Arrangement and Reservation Services	1,735	1,475	(260)	\$104,624	1.82
561920	Convention and Trade Show Organizers	6,992	5,998	(993)	\$93,218	9.47
711110	Theater Companies and Dinner Theaters	716	954	238	\$48,002	1.10
711120	Dance Companies	245	323	78	\$207,459	1.67
711130	Musical Groups and Artists	1,006	1,032	26	\$164,466	1.71
711190	Other Performing Arts Companies	1,279	1,844	565	\$87,250	15.01
711211	Sports Teams and Clubs	355	1,975	1,620	\$389,564	1.50
711212	Racetracks	277	251	(26)	\$84,858	0.96
711219	Other Spectator Sports	606	352	(254)	\$124,799	1.03
711310	Promoters of Performing Arts, Sports, and Similar Events with Facilities	867	3,873	3,006	\$50,867	2.52

711320	Promoters of Performing Arts, Sports, and Similar Events without Facilities	1,332	2,065	733	\$127,773	3.93
711410	Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures	491	381	(110)	\$92,910	1.07
711510	Independent Artists, Writers, and Performers	3,055	5,877	2,822	\$51,724	1.57
712110	Museums	681	1,132	451	\$52,420	1.02
712120	Historical Sites	<10	10	Insf. Data	\$31,178	0.07
712130	Zoos and Botanical Gardens	50	65	16	\$41,972	0.13
712190	Nature Parks and Other Similar Institutions	61	61	(0)	\$43,059	0.39
713110	Amusement and Theme Parks	672	1,281	609	\$40,089	0.58
713120	Amusement Arcades	155	557	402	\$39,534	1.35
713210	Casinos (except Casino Hotels)	7,343	5,891	(1,451)	\$51,285	8.81
713290	Other Gambling Industries	3,366	5,820	2,454	\$57,650	7.29
713910	Golf Courses and Country Clubs	4,128	5,574	1,446	\$52,019	1.19
713920	Skiing Facilities	485	573	88	\$45,763	1.23
713930	Marinas	265	306	41	\$52,269	0.60
713940	Fitness and Recreational Sports Centers	5,563	7,926	2,363	\$27,708	1.03
713950	Bowling Centers	243	489	246	\$35,852	0.69
713990	All Other Amusement and Recreation Industries	3,363	5,658	2,295	\$45,226	1.82
721110	Hotels (except Casino Hotels) and Motels	15,846	16,148	302	\$54,669	1.01
721120	Casino Hotels	176,493	155,120	(21,373)	\$64,038	59.67
721191	Bed-and-Breakfast Inns	16	<10	Insf. Data	Insf. Data	0.02
721199	All Other Traveler Accommodation	36	70	34	\$60,796	0.33
721211	RV (Recreational Vehicle) Parks and Campgrounds	333	374	41	\$38,592	0.93
721214	Recreational and Vacation Camps (except Campgrounds)	27	26	(2)	\$32,579	0.06
722310	Food Service Contractors	5,204	7,201	1,997	\$45,764	1.05
722320	Caterers	1,162	1,909	747	\$46,948	0.79
722330	Mobile Food Services	417	1,071	654	\$38,100	1.10
722410	Drinking Places (Alcoholic Beverages)	8,649	7,412	(1,237)	\$43,930	1.72
722511	Full-Service Restaurants	60,848	73,759	12,912	\$41,653	1.35
722513	Limited-Service Restaurants	41,816	56,161	14,345	\$28,664	1.19

722514	Cafeterias, Grill Buffets, and Buffets	880	668	(212)	\$32,994	0.82
722515	Snack and Nonalcoholic Beverage Bars	6,092	11,538	5,446	\$30,143	1.12

# 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