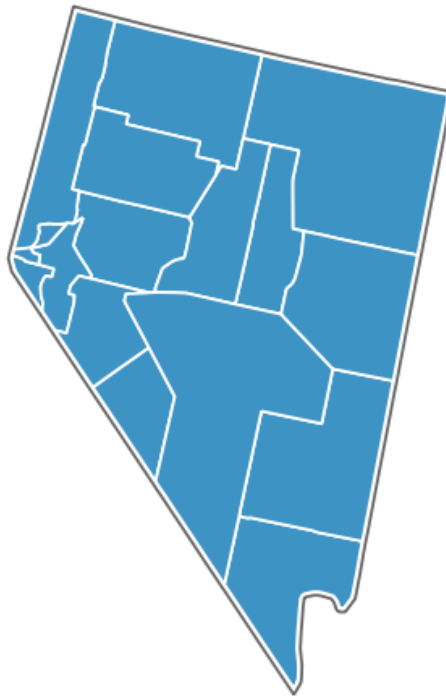




Nevada's Hospitality, Tourism, Sports, and Creative Industries Sector



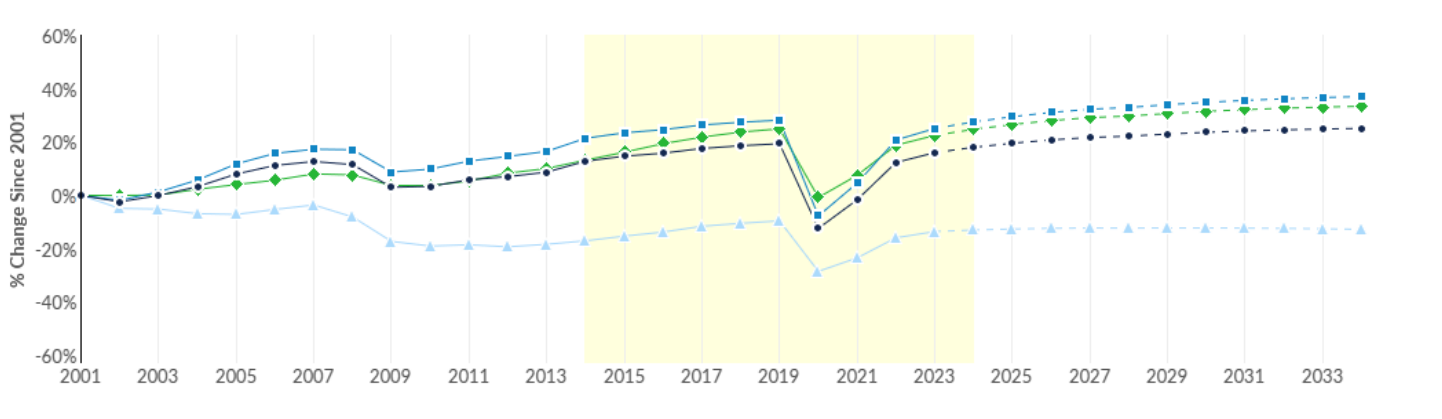
Industry Summary for Tourism, Gaming and Entertainment

467,672 Jobs (2026) 103% above National average	+7.5% % Change (2016-2026) Nation: +7.0%	\$970738 Avg. Earnings Per Job (2025) Nation: \$51,136
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Industry Detail

Payrolled Business Locations (2025)	13,483
Jobs Multiplier	3

Regional Trends



	Region	2016 Jobs	2026 Jobs	Change	% Change
●	Nevada	434,952	467,672	32,720	7.5%
●	Las Vegas, NV Metro	364,147	393,735	29,588	8.1%
●	Reno, NV Metro	47,899	50,891	2,992	6.2%
●	United States	21,430,200	22,922,399	1,492,198	7.0%

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	4,084	3,953	(131)	(3%)	\$39,513	0.88
Churchill	1,108	1,157	49	4%	\$35,567	0.80
Clark	364,147	393,735	29,588	8%	\$61,364	2.35
Douglas	6,675	6,770	95	1%	\$55,468	2.12
Elko	6,210	5,856	(354)	(6%)	\$44,065	1.85
Esmeralda	11	20	8	77%	\$42,346	0.35
Eureka	32	56	23	72%	\$68,255	0.08
Humboldt	1,153	1,125	(28)	(2%)	\$35,366	1.00
Lander	203	208	4	2%	\$31,923	0.39
Lincoln	109	114	5	4%	\$29,656	0.53
Lyon	1,646	1,803	157	10%	\$37,262	0.88
Mineral	176	166	(11)	(6%)	\$31,428	1.08
Nye	2,227	2,525	299	13%	\$42,173	1.25
Pershing	149	126	(23)	(16%)	\$29,430	0.42
Storey	233	368	135	58%	\$35,270	0.12
Washoe	46,020	48,720	2,700	6%	\$47,862	1.39
White Pine	534	559	25	5%	\$33,528	0.87

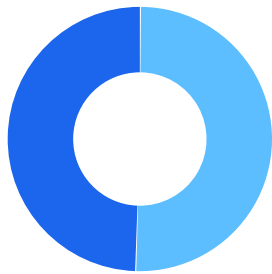
Top Occupations Employed in these Industries

Description	Employed in Industry Group (2025)	% of Total Jobs in Industry Group (2025)
Waiters and Waitresses	43,489	9.4%
Fast Food and Counter Workers	42,836	9.3%
Cooks, Restaurant	27,751	6.0%
Maids and Housekeeping Cleaners	19,356	4.2%
Gambling Dealers	17,086	3.7%

Industry Requirements (Top Supply Chain)

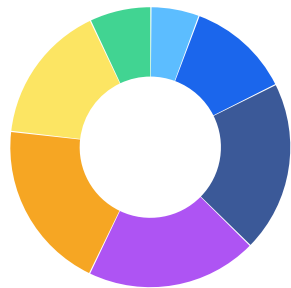
Purchases from	In-region Purchases	Imported Purchases	Total Purchases
Corporate, Subsidiary, and Regional Managing Offices	\$4,341,033,288	\$62,982,671	\$4,404,015,959
Lessors of Residential Buildings and Dwellings	\$798,879,654	\$192,320,983	\$991,200,638
Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	\$259,300,937	\$707,550,273	\$966,851,209
Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	\$521,943,671	\$321,575,710	\$843,519,381

Industry Gender Breakdown



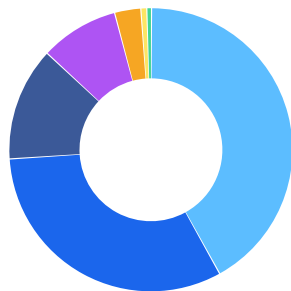
Gender	2026 Jobs	2026 Percent
● Males	238,758	51.1%
● Females	228,914	48.9%

Industry Age Breakdown



Age	2026 Jobs	2026 Percent
● 14-18	23,448	5.0%
● 19-24	57,148	12.2%
● 25-34	88,980	19.0%
● 35-44	94,761	20.3%
● 45-54	88,192	18.9%
● 55-64	75,964	16.2%
● 65+	39,179	8.4%

Industry Race/Ethnicity Breakdown



Race/Ethnicity	2026 Jobs	2026 Percent
● White	187,732	40.1%
● Hispanic or Latino	153,580	32.8%
● Asian	58,592	12.5%
● Black or African American	45,867	9.8%
● Two or More Races	15,919	3.4%
● Native Hawaiian or Other Pacific Islander	3,433	0.7%
● American Indian or Alaska Native	2,548	0.5%

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	207	164	\$26,807	0.18
312130	Wineries	0	61	61	\$25,703	0.08
312140	Distilleries	<10	136	Insf. Data	\$46,926	0.47
339999	All Other Miscellaneous Manufacturing	4,692	4,412	(280)	\$154,054	5.29
455110	Department Stores	11,038	9,796	(1,242)	\$34,267	1.08
458110	Clothing and Clothing Accessories Retailers	15,200	12,604	(2,596)	\$44,892	1.42
458210	Shoe Retailers	3,503	2,720	(783)	\$36,356	1.55
458310	Jewelry Retailers	1,963	1,922	(41)	\$87,462	1.31
458320	Luggage and Leather Goods Retailers	461	553	92	\$86,130	4.37
481111	Scheduled Passenger Air Transportation	6,441	11,071	4,630	\$149,199	2.12
481211	Nonscheduled Chartered Passenger Air Transportation	366	1,133	767	\$154,006	2.38
481219	Other Nonscheduled Air Transportation	27	70	43	\$149,135	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	2,231	2,636	404	\$85,312	6.38
485119	Other Urban Transit Systems	92	200	107	\$196,526	7.86
485210	Interurban and Rural Bus Transportation	174	88	(86)	\$74,389	0.53
485310	Taxi and Ridesharing Services	8,321	4,424	(3,898)	\$41,694	1.88
485320	Limousine Service	3,572	5,744	2,172	\$36,978	3.25
485510	Charter Bus Industry	449	520	72	\$76,927	2.15
485999	All Other Transit and Ground Passenger Transportation	719	397	(322)	\$62,102	0.89
487110	Scenic and Sightseeing Transportation, Land	420	277	(143)	\$42,125	2.23
487210	Scenic and Sightseeing Transportation, Water	39	64	24	\$32,804	0.30
487990	Scenic and Sightseeing Transportation, Other	919	558	(361)	\$76,261	17.46
512110	Motion Picture and Video Production	2,474	3,355	882	\$51,157	1.28

512120	Motion Picture and Video Distribution	34	35	1	\$76,948	0.42
512131	Motion Picture Theaters (except Drive-Ins)	1,542	1,359	(183)	\$27,396	1.11
512132	Drive-In Motion Picture Theaters	30	35	4	\$25,569	1.38
512191	Teleproduction and Other Postproduction Services	81	146	65	\$80,016	0.59
512199	Other Motion Picture and Video Industries	21	23	2	\$68,888	0.56
512230	Music Publishers	41	58	16	\$47,585	0.60
512240	Sound Recording Studios	116	148	31	\$53,149	1.00
512290	Other Sound Recording Industries	277	397	120	\$60,159	8.45
516120	Television Broadcasting Stations	772	754	(17)	\$90,652	1.10
516210	Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	790	1,083	293	\$187,311	0.42
532111	Passenger Car Rental	1,955	2,157	202	\$55,597	1.94
532120	Truck, Utility Trailer, and RV (Recreational Vehicle) Rental and Leasing	695	1,110	415	\$62,394	1.12
532284	Recreational Goods Rental	169	247	78	\$45,149	1.14
561510	Travel Agencies	1,470	1,191	(279)	\$83,798	1.18
561520	Tour Operators	614	585	(29)	\$59,375	2.01
561591	Convention and Visitors Bureaus	32	36	3	\$94,359	0.31
561599	All Other Travel Arrangement and Reservation Services	1,735	1,491	(244)	\$103,451	1.84
561920	Convention and Trade Show Organizers	6,992	6,646	(346)	\$87,380	10.23
711110	Theater Companies and Dinner Theaters	716	975	259	\$53,346	1.11
711120	Dance Companies	245	285	40	\$61,913	1.45
711130	Musical Groups and Artists	1,006	1,013	7	\$218,556	1.70
711190	Other Performing Arts Companies	1,279	1,817	538	\$88,136	14.64
711211	Sports Teams and Clubs	355	1,971	1,616	\$404,234	1.47
711212	Racetracks	277	270	(8)	\$83,728	1.03
711219	Other Spectator Sports	606	374	(232)	\$148,078	1.09
711310	Promoters of Performing Arts, Sports, and Similar Events with Facilities	867	3,964	3,097	\$52,504	2.56

711320	Promoters of Performing Arts, Sports, and Similar Events without Facilities	1,332	2,171	839	\$125,613	4.09
711410	Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures	491	385	(106)	\$93,233	1.08
711510	Independent Artists, Writers, and Performers	3,055	5,950	2,895	\$50,574	1.59
712110	Museums	681	1,103	422	\$52,714	0.99
712120	Historical Sites	<10	11	Insf. Data	\$33,699	0.07
712130	Zoos and Botanical Gardens	50	62	13	\$41,490	0.12
712190	Nature Parks and Other Similar Institutions	61	56	(6)	\$45,051	0.35
713110	Amusement and Theme Parks	672	1,308	636	\$40,923	0.59
713120	Amusement Arcades	155	613	458	\$38,381	1.46
713210	Casinos (except Casino Hotels)	7,343	5,809	(1,534)	\$52,204	8.58
713290	Other Gambling Industries	3,366	5,863	2,496	\$57,524	7.22
713910	Golf Courses and Country Clubs	4,128	5,634	1,507	\$52,562	1.19
713920	Skiing Facilities	485	580	95	\$46,487	1.24
713930	Marinas	265	306	42	\$51,151	0.60
713940	Fitness and Recreational Sports Centers	5,563	8,069	2,506	\$27,543	1.04
713950	Bowling Centers	243	467	224	\$36,891	0.66
713990	All Other Amusement and Recreation Industries	3,363	5,741	2,378	\$45,700	1.83
721110	Hotels (except Casino Hotels) and Motels	15,846	16,130	285	\$54,853	1.00
721120	Casino Hotels	176,493	155,823	(20,670)	\$63,879	59.47
721191	Bed-and-Breakfast Inns	16	<10	Insf. Data	Insf. Data	0.02
721199	All Other Traveler Accommodation	36	72	36	\$60,523	0.34
721211	RV (Recreational Vehicle) Parks and Campgrounds	333	406	73	\$39,045	1.00
721214	Recreational and Vacation Camps (except Campgrounds)	27	28	1	\$32,659	0.07
722310	Food Service Contractors	5,204	7,306	2,102	\$54,131	1.06
722320	Caterers	1,162	1,888	727	\$50,705	0.77
722330	Mobile Food Services	417	1,079	662	\$40,604	1.09
722410	Drinking Places (Alcoholic Beverages)	8,649	7,366	(1,284)	\$51,532	1.70
722511	Full-Service Restaurants	60,848	73,676	12,828	\$49,154	1.34
722513	Limited-Service Restaurants	41,816	56,267	14,451	\$33,786	1.19

722514	Cafeterias, Grill Buffets, and Buffets	880	671	(210)	\$37,662	0.82
722515	Snack and Nonalcoholic Beverage Bars	6,092	11,713	5,621	\$35,197	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