

NEVADA COMMISSION ON TOURISM

Tourism is Nevada's No. 1 economic engine

- *Nevada's travel industry generated \$58 billion in total travel spending in CY07.*
- *Nevada is six times more tourism-dependent than the U.S. average with tourism accounting for 13 percent of Nevada's overall statewide Gross Domestic Product (GDP) in CY07.*
- *The state needs to diversify its economic base but not at the expense of tourism promotion.*

Nevada is 14th in state tourism spending

- *Tourism-dependent Nevada has less funding (\$19 million) to invest in attracting visitors than other competitor states: Arizona (\$25 million), California (\$58 million), Colorado (\$23 million) and Utah (\$20 million) [FY08].*

Visitors, not taxpayers, fund tourism promotion through the lodging tax

- *NCOT receives 3/8 of 1 percent of revenue from the lodging tax that visitors pay on hotel and motel rooms.*

\$1 = \$20

- *Every \$1 NCOT spends on advertising generates \$20 in state and local tax revenue (based on studies of actual visitors who indicated they were positively influenced by our advertising).*

\$4.7 million = \$92 million

- *NCOT's FY08 \$4.7 million advertising investment influenced the production of over \$92 million in tax revenue for the state of Nevada.*

\$48.5 million in free PR value

- *NCOT generates free annual media coverage in newspapers, magazines, broadcast and Internet valued at \$48.5 million, based on the cost of the same space for advertising. (FY08)*



30 percent of the Western market saw at least one NCOT ad

- *An Ad Marketing Effectiveness Study showed that 30 percent of those surveyed in the West recalled seeing an NCOT tourism ad.*

NCOT has expanded international marketing and sales efforts

- *Nevada has representatives based in six countries or regions: the United Kingdom, South Korea, Canada, Mexico, Continental Europe and China.*

\$1.75 million in rural tourism grants produces an estimated \$368.2 million return.

- *Rural communities leveraged \$1.75 million in grants and 133,000 volunteer hours to generate a reported \$368.2 million impact on rural economies in FY07.*

NCOT's Web site visits rose 50 percent while other state sites declined.

- *Visitors to TravelNevada.com increased 50 percent from October 2007 through October 2008, while visits decreased for tourism Web sites in Colorado, Arizona, Oregon, California, Washington, Idaho and New Mexico. Declines ranged from 9 percent to 57 percent. (Compete.com)*

Who we are, what we do –

- *The Nevada Commission on Tourism generates revenue for the state of Nevada by increasing domestic and international tourism.*
- *NCOT is the only agency that markets and promotes the entire state of Nevada as a visitor destination and has done so for 25 years.*
- *NCOT aggressively markets Nevada globally, working with its international representative offices, including China, where the Nevada Commission on Tourism was the first U.S. tourism entity ever licensed by the Chinese government to advertise to outbound Chinese.*

