

RESEARCH NOTES



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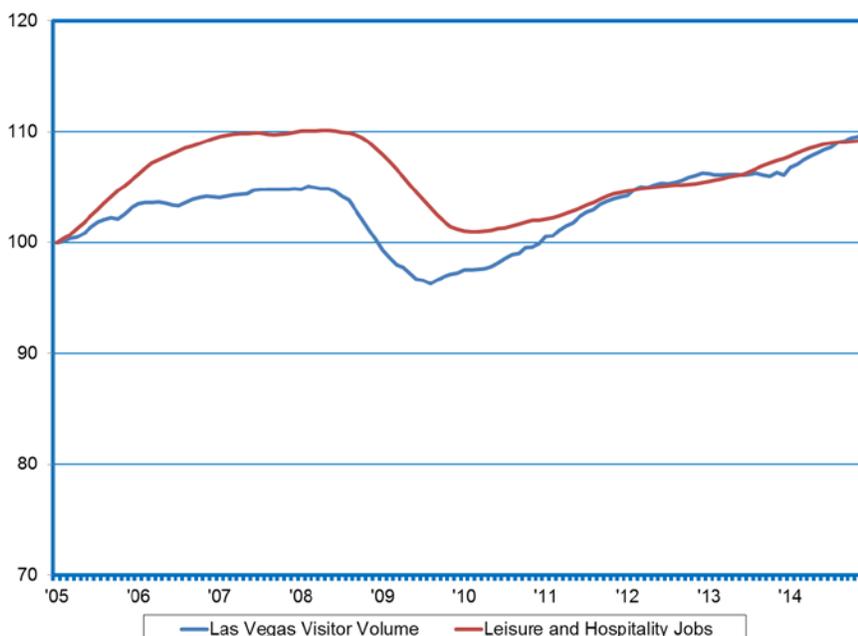
Nevada's Premier Source of Workforce & Economic Information and Analysis



Visitation vs. Leisure/Hospitality Jobs
Chelsea Schmitt, Economist

Note: 2015:7
February 6, 2015

Southern Nevada Visitor Volume vs. Leisure/Hospitality Jobs (January 2005=100; 12-month moving average)



- During the recession, Las Vegas visitation fell approximately 8.4%. At its peak, annualized visitation numbers peaked at 39.3 million in early-2008. By mid-2009, visitation had dropped to an annual average of 36 million.
- Since then, visitation has been on a steady climb. Specifically, visitation totaled 41.2 million in 2014, a new record high.
- Employment in the leisure and hospitality sector is greatly influenced by the visitor volume. For instance, during the recession, jobs fell by 8.3%. Specifically, job levels averaged 273,500 in the 12 months ending in April 2008. By February 2010, leisure/hospitality jobs totaled 250,900. Since then, job readings have increased by 8.2%, and are trending near 271,300. This compares to a visitation gain of 14.3%.
- The consensus is that visitation will continue to expand. Partly as a result, our expectations call for approximately 40,000 additional leisure/hospitality jobs by the end of 2017.