

2011 Nevada Gaming Market

Summary of Statistics, Broken Down by Reporting Area

From Wendover to Primm (and many points in between) the casino gaming landscape of Nevada covers a great deal of territory. Yet the revenues earned from the 344 or so locations scattered across the state are not evenly distributed; the vast majority of casino revenues for the state are generated in Clark County, Nevada, and the majority of them come from the Las Vegas Strip.

The top four counties generating revenues were Clark (86.19% of the state total), Washoe (6.97%), Elko (2.49%), and Douglas (1.96%). Within Clark County, the Las Vegas Strip (56.71%), Balance of County (9.61%), Boulder Strip (7.28%), and Downtown Las Vegas (4.64%) were the top revenue earners.

Perhaps not surprisingly, the top revenue-earning area out-performed the rest of the state on a per-table and per-device basis. The Las Vegas Strip, for example, has 29.63% of the state's slot machines, but earned 42.87% of the state's slot revenue for the year under study. With table games, the Strip had 51.60% of all games, but earned 80.90% of all table game revenue. For the most part, all other locations under-performed, earning less per machine and per table than they should, from a strictly numerical perspective.

As a snapshot of where Nevada gaming revenues are generated, this summary is interesting, if only because it gives statistical meaning to the sense that Clark County, and the Las Vegas Strip in particular, are the drivers of Nevada's gaming revenue.

Table 1: Non-restricted Gaming Location Statistics, by Area, 2011

	Locations	Slots	Games	Cards	Slot Revenue	Game Revenue	Card Revenue	Total Revenue
Carson Valley Area	20	4,479	57	12	93,819	6,208	640	100,667
Churchill County	11	1,147	11	0	19,910	630	96	20,636
Clark Count	180	124,726	4,406	704	5,536,325	3,569,686	116,669	9,222,680
Clark County Downtown Las Vegas Area	20	11,472	392	40	374,914	116,827	4,938	496,678
Clark County Las Vegas Strip Area	43	48,698	2,817	420	2,888,527	3,099,492	80,940	6,068,959
Clark County North Las Vegas Area	12	9,390	155	29	238,753	27,788	1,948	268,490
Clark County Laughlin Area	10	8,478	223	42	410,961	50,278	3,474	464,713
Clark Count Boulder Strip Area	35	21,419	318	61	670,968	99,612	8,306	778,886
Clark County Mesquite Area	6	2,906	67	0	102,038	13,964	953	116,954
Clark County Balance of County	54	22,362	433	103	850,164	161,725	16,110	1,027,999
Douglas County South Shore Lake Tahoe	4	2,693	166	21	139,686	67,735	2,116	209,536
Elko County	23	6,689	209	34	217,307	46,032	3,438	266,777
Elko County Wendover	6	3,764	138	23	129,863	35,226	2,582	167,671
Elko County Balance of County	17	2,926	71	0	87,444	10,806	856	99,106
Humboldt County	9	950	17	0	20,390	1,269	40	21,699
Lyon County	16	2,139	11	0	39,818	421	23	40,261
Nye County	11	2,078	31	8	49,111	1,031	237	50,379
Washoe County	49	18,147	542	85	599,034	138,080	8,577	745,691
Washoe County Reno	21	11,716	421	67	419,436	113,259	7,141	539,837
Washoe County Sparks	11	3,712	60	11	108,135	14,308	1,002	123,445
Washoe County North Shore L. Tahoe	5	843	43	0	19,623	5,982	269	25,875
Washoe County Balance of County	12	1,876	19	0	51,839	4,531	165	56,534
White Pine County	5	510	5	0	8,555	257	42	8,854
Balance of Counties	12	783	4	0	13,759	57	0	13,816
Statewide	340	164,343	5,459	872	6,737,712	3,831,405	131,877	10,700,994

Table 2: Percentages of Statewide Total, by Area

Reporting Area	Slot %	Game %	Slot Rev%	Game Rev%	Total Rev%
Carson Valley Area	2.73%	1.04%	1.39%	0.16%	0.94%
Churchill County	0.70%	0.20%	0.30%	0.02%	0.19%
Clark County	75.89%	80.71%	82.17%	93.17%	86.19%
Clark County Downtown Las Vegas	6.98%	7.18%	5.56%	3.05%	4.64%
Clark County Las Vegas Strip	29.63%	51.60%	42.87%	80.90%	56.71%
Clark County North Las Vegas	5.71%	2.84%	3.54%	0.73%	2.51%
Clark County Laughlin	5.16%	4.08%	6.10%	1.31%	4.34%
Clark County Boulder Strip	13.03%	5.83%	9.96%	2.60%	7.28%
Clark County Mesquite	1.77%	1.23%	1.51%	0.36%	1.09%
Clark County Balance of County	13.61%	7.93%	12.62%	4.22%	9.61%
Douglas County South Shore Lake Tahoe	1.64%	3.04%	2.07%	1.77%	1.96%
Elko County	4.07%	3.83%	3.23%	1.20%	2.49%
Elko County Wendover	2.29%	2.53%	1.93%	0.92%	1.57%
Elko County Balance of County	1.78%	1.30%	1.30%	0.28%	0.93%
Humboldt County	0.58%	0.31%	0.30%	0.03%	0.20%
Lyon County	1.30%	0.20%	0.59%	0.01%	0.38%
Nye County	1.26%	0.57%	0.73%	0.03%	0.47%
Washoe County	11.04%	9.93%	8.89%	3.60%	6.97%
Washoe County Reno	7.13%	7.71%	6.23%	2.96%	5.04%
Washoe County Sparks	2.26%	1.10%	1.60%	0.37%	1.15%
Washoe County North Shore L. Tahoe	0.51%	0.79%	0.29%	0.16%	0.24%
Washoe County Balance of County	1.14%	0.35%	0.77%	0.12%	0.53%
White Pine County	0.31%	0.09%	0.13%	0.01%	0.08%
Balance of Counties	0.48%	0.07%	0.20%	0.00%	0.13%

Notes and Definitions

All non-restricted locations, State of Nevada, as of December 31, 2011.

Table 1

Locations: Total number of non-restricted gaming locations in the area in question

Slots: Total number of registered slot machines in the area in question

Games: Total number of table games in the area in question

Cards: Total number of card games (i.e., poker tables) in the area in question

Slot Revenue: Revenue of all slot machines for the period 01/01/2011 to 12/31/2011

Game Revenue: Revenue of all table games for the period 01/01/2011 to 12/31/2011

Total Revenue: Revenue of all games & devices for the period 01/01/2011 to 12/31/2011

% Total: Percentage of the total statewide revenue that the area in question represents

Table 2

Slot %: Percentage of statewide non-restricted slot machines found in the area in question

Game %: Percentage of statewide table games found in the area in question

Slot Rev%: Percentage of statewide non-restricted slot revenue earned in the area in question

Game Rev%: Percentage of statewide table game revenue earned in the area in question

Total Rev%: Percentage of total statewide non-restricted gaming revenue earned in the area in question

All data taken from Gaming Revenue Report for August 2010; accessible at http://gaming.nv.gov/gaming_revenue_rpt.htm

For more information, see <http://gaming.unlv.edu> or contact Dr. David G. Schwartz, Director | ph (702) 895-2242 | dgs@unlv.nevada.edu

Preferred citation:

David G. Schwartz. *2011 Nevada Casino Gaming Market: A Summary of Statistics, Broken Down by Reporting Area*. Las Vegas: Center for Gaming Research, University Libraries, University of Nevada Las Vegas, 2012.