
2010 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 (85.42% of the state total), Washoe (7.56%), Elko (2.50%), and Douglas (2.10%). Within Clark County, the Las Vegas Strip (55.05%), Balance of County (9.88%), Boulder Strip (7.34%), and Downtown Las Vegas (4.78%) 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 29.46% of the state's slot machines, but earned 41.85% of the state's slot revenue for the year under study. With table games, the Strip had 50.23% of all games, but earned 79.36% 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, 2010

Reporting Area	Locations	Slots	Games	Cards	Slot Revenue	Game Revenue	Total Revenue	%Total
Carson Valley Area	21	4,416	60	12	94,022	6,757	101,470	0.98%
Churchill County	9	1,124	11	0	19,234	700	20,009	0.19%
Clark Count	184	127,374	4,440	742	5,438,317	3,308,087	8,867,826	85.42%
Clark County Downtown Las Vegas Area	21	11,762	404	49	375,489	115,672	496,539	4.78%
Clark County Las Vegas Strip Area	42	49,512	2,778	435	2,786,108	2,846,527	5,715,278	55.05%
Clark County North Las Vegas Area	12	9,551	168	33	244,357	26,397	273,036	2.63%
Clark County Laughlin Area	10	8,850	231	40	424,807	49,421	477,918	4.60%
Clark Count Boulder Strip Area	36	21,790	334	79	662,330	89,438	762,206	7.34%
Clark County Mesquite Area	7	2,909	68	0	101,986	13,469	116,625	1.12%
Clark County Balance of County	56	22,999	457	94	843,241	167,165	1,026,223	9.88%
Douglas County South Shore Lake Tahoe	4	2,872	169	24	149,953	65,424	217,781	2.10%
Elko County	24	6,877	218	38	212,389	43,208	259,110	2.50%
Elko County Wendover	6	3,714	141	25	129,468	32,660	164,739	1.59%
Elko County Balance of County	18	3,163	76	0	82,921	10,548	94,371	0.91%
Humboldt County	8	943	14	0	17,958	978	18,991	0.18%
Lyon County	17	2,110	11	0	38,937	469	39,434	0.38%
Nye County	11	2,128	35	10	49,189	1,265	50,773	0.49%
Washoe County	49	18,832	564	91	615,776	159,646	784,721	7.56%
Washoe County Reno	21	12,152	425	72	430,135	132,623	570,442	5.49%
Washoe County Sparks	11	3,798	67	11	110,030	14,508	125,732	1.21%
Washoe County North Shore L. Tahoe	5	881	49	0	20,515	7,265	28,082	0.27%
Washoe County Balance of County	12	2,002	23	0	55,097	5,250	60,466	0.58%
White Pine County	5	522	5	0	7,443	150	7,622	0.07%
Balance of Counties	12	877	6	0	14,160	125	14,287	0.14%
Statewide	344	168,074	5,531	926	6,657,378	3,586,809	10,382,024	100.00%

Table 2: Percentages of Statewide Total, by Area

Reporting Area	Slots	Games	Slot Rev%	Game Rev%	Total Rev%
Carson Valley Area	2.63%	1.08%	1.41%	0.19%	0.98%
Churchill County	0.67%	0.20%	0.29%	0.02%	0.19%
Clark Count	75.78%	80.27%	82.69%	92.23%	85.42%
Clark County Downtown Las Vegas	7.00%	7.30%	5.64%	3.22%	4.78%
Clark County Las Vegas Strip	29.46%	50.23%	41.85%	79.36%	55.05%
Clark County North Las Vegas	5.68%	3.04%	3.67%	0.74%	2.63%
Clark County Laughlin	5.27%	4.18%	6.38%	1.38%	4.60%
Clark Count Boulder Strip	12.96%	6.04%	9.95%	2.49%	7.34%
Clark County Mesquite	1.73%	1.23%	1.53%	0.38%	1.12%
Clark County Balance of County	13.68%	8.26%	12.67%	4.66%	9.88%
Douglas County South Shore Lake Tahoe	1.71%	3.06%	2.25%	1.82%	2.10%
Elko County	4.09%	3.94%	3.19%	1.20%	2.50%
Elko County Wendover	2.21%	2.55%	1.94%	0.91%	1.59%
Elko County Balance of County	1.88%	1.37%	1.25%	0.29%	0.91%
Humboldt County	0.56%	0.25%	0.27%	0.03%	0.18%
Lyon County	1.26%	0.20%	0.58%	0.01%	0.38%
Nye County	1.27%	0.63%	0.74%	0.04%	0.49%
Washoe County	11.20%	10.20%	9.25%	4.45%	7.56%
Washoe County Reno	7.23%	7.68%	6.46%	3.70%	5.49%
Washoe County Sparks	2.26%	1.21%	1.65%	0.40%	1.21%
Washoe County North Shore L. Tahoe	0.52%	0.89%	0.31%	0.20%	0.27%
Washoe County Balance of County	1.19%	0.42%	0.83%	0.15%	0.58%
White Pine County	0.31%	0.09%	0.11%	0.00%	0.07%
Balance of Counties	0.52%	0.11%	0.21%	0.00%	0.14%

Notes and Definitions

All non-restricted locations, State of Nevada, as of August 31, 2010.

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 09/01/09 to 08/31/10

Game Revenue: Revenue of all table games for the period 09/01/09 to 08/31/10

Total Revenue: Revenue of all games & devices for the period 09/01/09 to 08/31/10

% 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 <https://gaming.nv.gov/index.aspx?page=149>

Questions? Contact the Center for Gaming Research at (702) 895-2234 or special.collections@unlv.edu

Preferred citation:

David G. Schwartz. *2010 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, 2010.