Economic Impact of Tourism

Carson City

2025 Spending

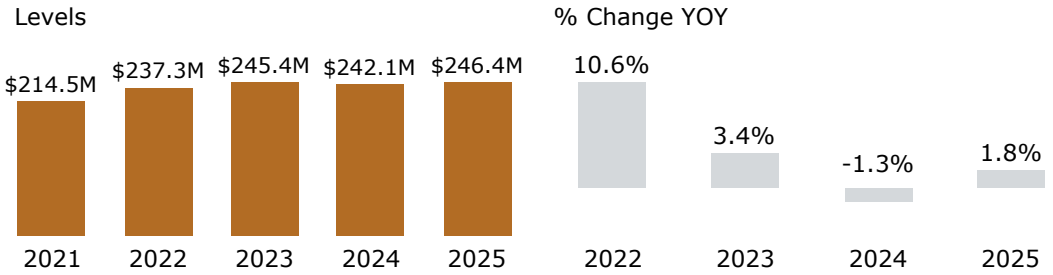
$246.4M
Direct Visitor Spending

1.8%
Direct Visitor Spending
% Change vs. Last Year

$65.6M
in Gaming

Where visitors spent the most, representing 26.6% of visitor spending

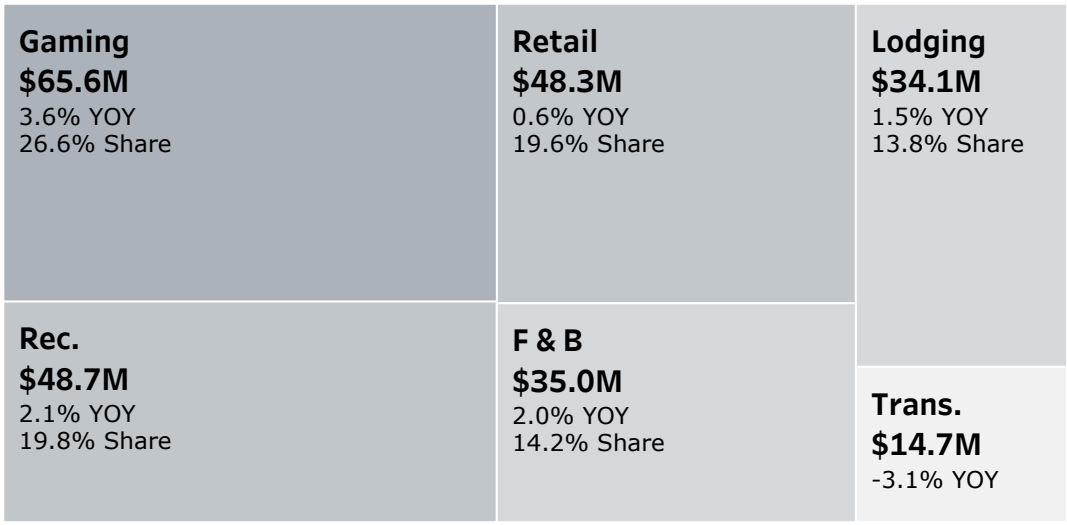
Direct Visitor Spending



Direct Spending by Category

Click a category to filter

	2021	2022	2023	2024	2025
Total	$214.5M	$237.3M	$245.4M	$242.1M	$246.4M
Gaming	$64.5M	$63.3M	$62.6M	$63.3M	$65.6M
Rec.	$37.9M	$45.9M	$50.1M	$47.7M	$48.7M
Retail	$47.1M	$47.4M	$48.0M	$48.0M	$48.3M
F & B	$28.2M	$33.1M	$35.3M	$34.4M	$35.0M
Lodging	$25.2M	$32.4M	$33.6M	$33.6M	$34.1M
Trans.	$11.8M	$15.2M	$15.8M	$15.2M	$14.7M



SYMPHONY TOURISM ECONOMICS

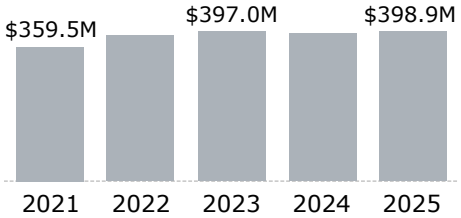
Economic Impact of Tourism

Carson City

2025 Impact Summary

$398.9M
Total Business Sales

$30.8M
Total S&L Taxes



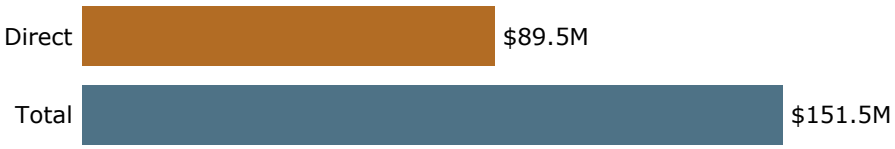
Total Business Sales

Spending



$675.0K
Approximate Daily Spending by Visitors

Labor Income



$6.4K
Tourism-Generated Income per Household

Total Tax Impacts



$1.3K
State & Local Tax Savings per Household

Employment



5.4%
Tourism Share of Carson City Employment

Economic Impact of Tourism

Carson City

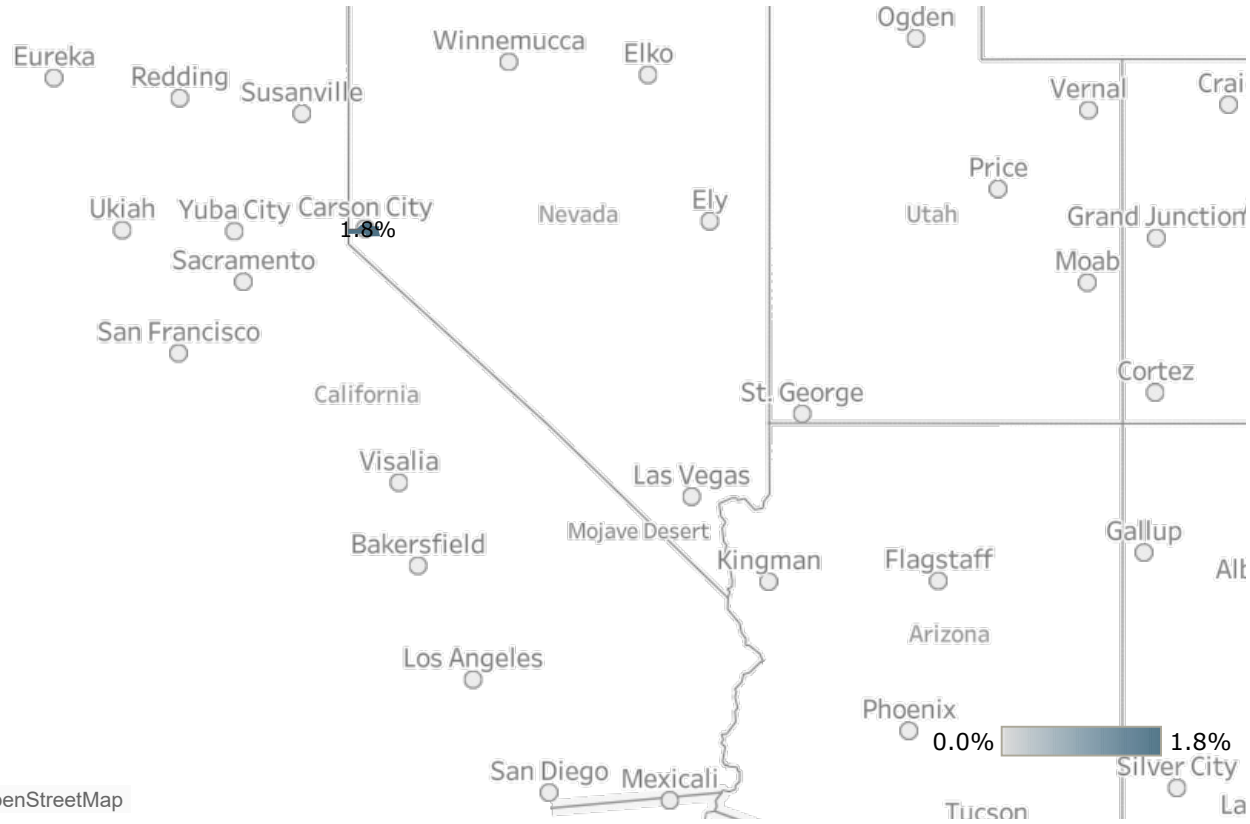
Map
Visitor Spending

Compare to
Previous Year

Visitor Spending in 2025

Previous Year

(Click a County to Filter)



Carson City

$246.4M	$398.9M	3.7K	$151.5M	$30.8M
Visitor Spending	Total Business Sales	Total Employment	Total Labor Income	Total S&L Taxes
+1.8% Previous Year	+1.8% Previous Year	+0.4% Previous Year	+0.8% Previous Year	-0.6% Previous Year

Economic Impact of Tourism

Carson City

Glossary

Spending

Food and Beverage	Includes all visitor spending on food & beverages, including at restaurants, bars, grocery stores and other food providers.
Local Transport	Includes visitor spending on local transport services such as taxis, limos, trains, rental cars, buses, and the local share of air transportation spending.
Lodging*	Includes visitor spending in the accommodation sub-sector. This includes food and other services provided by hotels, rentals and similar establishments.
Recreation	Includes visitor spending within the arts, entertainment and recreation sub-sector.
Second Homes	Where applicable, spending associated with the upkeep of seasonal second homes for recreational use as defined by the Census Bureau.
Service Stations	Visitor spending on gasoline.
Shopping	Includes visitor spending in all retail sub-sectors within the local economy.

*Additional data was incorporated into the model for 2022 lodging spend. Please use caution when comparing to prior years.

Economic Impact

Direct Impact	Impacts (business sales, jobs, income, and taxes) created directly from spending by visitors to a destination within a discreet group of tourism-related sectors (e.g. recreation, transportation, lodging).
Employment	Jobs directly and indirectly supported by visitor activity (includes part-time and seasonal work). One job is defined as one person working at least one hour per week for fifty weeks during the calendar year.
Indirect Impact	Impacts created from purchase of goods and services used as inputs (e.g. food wholesalers, utilities, business services) into production by the directly affected tourism-related sectors (i.e. economic effects stemming from business-to-business purchases in the supply chain).
Induced Impact	Impacts created from spending in the local economy by employees whose wages are generated either directly or indirectly by visitor spending.
Labor Income	Income (wages, salaries, proprietor income and benefits) supported by visitor spending.
Local Taxes	City and County taxes generated by visitor spending. This includes any local sales, income, bed, usage fees, licenses and other revenues streams of local governmental authorities – from transportation to sanitation to general government.
State Taxes	State tax revenues generated by visitor spending. This will include sales, income, corporate, usage fees and other assessments of state governments.
Value Added (GDP)	The economic enhancement a company gives its products or services before offering them to customers.