

RETAIL ASSOCIATION OF NEVADA



Nevadans Eager for St. Patrick's Day this Year

Retail Association of Nevada Estimates Spending Could Reach \$53 Million

Nevadans will flock to restaurants and parties around the Silver State to celebrate St. Patrick's Day this weekend, enjoying green beer, corned beef, cabbage and other traditional Irish fare. The Retail Association of Nevada (RAN) projects spending to reach \$52.5 million, based on survey results from the National Retail Federation (NRF). The trade group estimates nationwide spending will reach \$5.6 billion as average spending by celebrants reaches a record \$40.18. Overall spending in Nevada was projected to dip from the \$55.4 million a year ago as overall participation declined.

"We can all celebrate being a little bit Irish this time of year. Increased personal spending, strong retail trends, and a festive atmosphere should create a perfect St. Patrick's Day celebration across Nevada," said Bryan Wachter, Senior Vice President of RAN.

Wearing green is by far the most popular way to celebrate St. Patrick's Day, with 81 percent of participants planning to wear some form of the color. Making dinner and attending a party at a bar or restaurant are also popular celebration options at 30 percent and 27 percent, respectively. Adults aged 25-34 are projected to be the biggest group of spenders this holiday with nearly \$49 in average spending per person.

Food is the most popular spending category, with 49 percent of celebrants expected to spend on eating during the holiday. Beverages sales follow closely behind as 40 percent of respondents planned to buy refreshments for the weekend's festivities. The NRF reported 34 percent of shoppers under 35 will buy their goods from a discount

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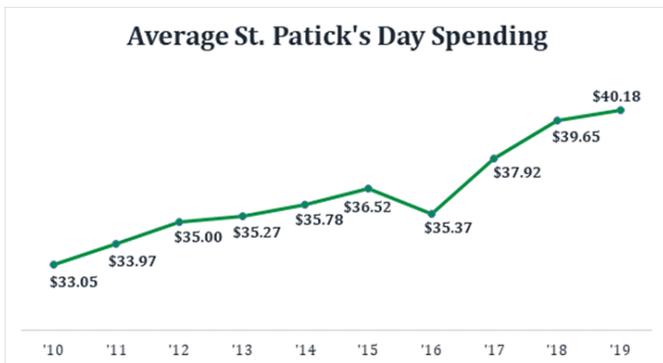
Mission Statement:

Our Mission is to strengthen the business environment for Nevada Retailers and Associates by providing a government relationship program which supports retail industry needs through effective lobbying at federal, state and local levels.

Looking out for Business

At RAN we make it our business to support and protect your business. From monitoring local, county, state

store, a growing trend as retailers such as Dollar Tree and Five Below are promoting their seasonal decorations increasingly.



and some federal issues, RAN is there to inform you on the events that can have a real impact to your business.

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About The Author

Applied Analysis, founded in 1997, is a Nevada-based advisory services firm providing information and analyses for both the public and private sectors.



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