



# DISCOVER THE FACTS

A Quarterly Report Published by the Nevada Division of Tourism

FOURTH QUARTER 2023

# NEVADA COMMISSION ON TOURISM

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*\*Represents the commission as of December 31, 2023*

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**TRAVELNEVADA.BIZ**



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*Information contained throughout this publication is updated quarterly to reflect revisions to current and prior year's monthly data.*

# ROOM TAX COLLECTIONS

Dollars shown represent 3/8 of 1 percent, the amount allocated to the state to promote tourism.

MONTH	2022	2023	% CHANGE
January	\$1,727,531	\$2,637,764	52.7%
February	1,771,180	2,240,451	26.5%
March	2,406,633	3,142,929	30.6%
April	2,607,424	2,544,120	(2.4%)
May	2,675,882	2,633,710	(1.6%)
June	2,451,000	2,408,821	(1.7%)
July	2,458,039	2,441,655	(0.7%)
August	2,256,967	2,372,844	5.1%
September	2,604,991	2,836,889	8.9%
October	3,097,207	3,359,970	8.5%
November	2,616,602	3,073,916	17.5%
December	2,261,023	2,333,686	3.2%
<b>TOTAL (Rolling 12 months)</b>	<b>\$28,934,480</b>	<b>\$32,026,755</b>	<b>10.7%</b>

## FOURTH QUARTER 2023 AREA HIGHLIGHTS

AREA	2022	2023	% CHANGE
Clark County	\$7,341,411	\$8,178,283	11.4%
Washoe County	368,908	341,306	(7.5%)
Douglas County*	107,182	92,215	(14.0%)
Elko County	39,211	41,615	6.1%
Carson City	24,417	23,469	(3.9%)
All other counties	93,704	90,684	(3.2%)
<b>TOTAL (State)</b>	<b>\$7,974,832</b>	<b>\$8,767,572</b>	<b>9.9%</b>

Note: The remaining 5/8 of 1 percent remains with the county in which it was collected.

\*References to Douglas County in this report include the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

# VISITOR VOLUME

The number of visitors to Nevada.

MONTH	2022	2023	% CHANGE
January	3,390,711	4,074,201	20.2%
February	3,513,667	3,914,673	11.4%
March	4,439,776	4,641,044	4.5%
April	4,358,428	4,277,006	(1.9%)
May	4,406,927	4,456,660	1.1%
June	4,409,873	4,548,687	3.1%
July	4,659,461	4,692,122	0.7%
August	4,270,915	4,404,911	3.1%
September	4,378,762	4,328,251	(1.2%)
October	4,535,058	4,457,211	(1.7%)
November	4,088,167	4,177,341	0.7%
December	4,228,608	4,287,724	1.4%
<b>TOTAL (Rolling 12 months)</b>	<b>50,680,354</b>	<b>52,199,830</b>	<b>3.0%</b>

## FOURTH QUARTER 2023 AREA HIGHLIGHTS

AREA	2022	2023	% CHANGE
Clark County:			
Las Vegas	10,211,900	10,320,600	1.1%
Laughlin	269,100	265,300	(1.4%)
Mesquite	229,000	223,000	(2.6%)
Washoe County	878,167	850,377	(3.2%)
All other counties	1,263,667	1,203,000	(4.8%)
<b>TOTAL (State)</b>	<b>12,851,834</b>	<b>12,862,277</b>	<b>0.1%</b>

# OCCUPANCY LEVEL

A percentage based on room nights occupied and total room nights available.

MONTH	2022	2023	% CHANGE
January	56.4%	72.2%	15.8
February	66.2%	76.4%	10.2
March	75.8%	82.5%	6.7
April	78.5%	79.5%	1.0
May	77.4%	79.2%	1.8
June	78.5%	81.8%	3.3
July	79.7%	81.7%	2.0
August	73.4%	76.5%	3.1
September	78.5%	78.8%	0.3
October	81.5%	81.7%	0.2
November	74.7%	75.2%	0.5
December	71.7%	72.7%	1.0
<b>MONTHLY AVG (Rolling 12 months)</b>	<b>74.4%</b>	<b>78.2%</b>	<b>3.8</b>

## FOURTH QUARTER 2023 AREA HIGHLIGHTS

AREA	2022	2023	NET CHANGE
Clark County:			
Las Vegas	82.7%	83.2%	0.5
Laughlin	42.2%	42.0%	(0.2)
Mesquite	77.0%	75.0%	(2.0)
Lake Tahoe*	38.9%	36.2%	(2.7)
Washoe County	57.4%	54.9%	(2.5)
All other counties	49.4%	55.5%	6.1
<b>QUARTER AVG (State)</b>	<b>76.0%</b>	<b>76.5%</b>	<b>0.5</b>

The occupancy levels of Las Vegas, Laughlin, Mesquite, Washoe County and Lake Tahoe are reported by destination marketing organizations. The rural level is based on a survey sample of all other hotel/motel properties throughout the state. All rates are weighted based on total room nights available and room nights occupied (excluding monthly rentals).

\*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

# ROOM NIGHTS OCCUPIED

The number of room nights occupied.

MONTH	2022	2023	% CHANGE
January	3,358,020	4,326,707	28.8%
February	3,568,309	4,143,352	16.1%
March	4,518,671	4,943,683	9.4%
April	4,525,785	4,614,271	2.0%
May	4,633,895	4,744,046	2.4%
June	4,558,069	4,753,770	4.3%
July	4,759,127	4,895,629	2.9%
August	4,377,319	4,590,476	4.9%
September	4,539,247	4,621,181	1.8%
October	4,855,374	4,883,198	0.6%
November	4,309,999	4,400,759	2.1%
December	4,282,094	4,436,995	3.6%
<b>TOTAL (Rolling 12 months)</b>	<b>52,285,909</b>	<b>55,354,067</b>	<b>5.9%</b>

## FOURTH QUARTER 2023 AREA HIGHLIGHTS

AREA	2022	2023	% CHANGE
Clark County:			
Las Vegas	11,477,500	11,712,200	2.0%
Laughlin	336,700	335,900	(0.2%)
Mesquite	116,500	113,800	(2.3%)
Lake Tahoe*	77,664	71,448	(8.0%)
Washoe County	845,768	818,520	(3.2%)
All other counties	593,335	669,084	12.8%
<b>TOTAL (State)</b>	<b>13,447,467</b>	<b>13,720,952</b>	<b>2.0%</b>

\*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

# ROOM INVENTORY

The number of hotel/motel rooms in Nevada.

MONTH	2022	2023	% CHANGE
January	191,982	193,241	0.7%
February	192,633	193,623	0.5%
March	192,349	193,417	0.6%
April	192,121	193,405	0.7%
May	193,108	193,185	0.0%
June	193,493	193,827	0.2%
July	192,688	193,394	0.4%
August	192,375	193,663	0.7%
September	192,646	195,410	1.4%
October	192,111	192,725	0.3%
November	192,422	195,141	1.4%
December	192,785	196,827	2.1%
<b>END OF PERIOD</b>	<b>192,785</b>	<b>196,827</b>	<b>2.1%</b>

## FOURTH QUARTER 2023 AREA HIGHLIGHTS

AREA	2022	2023	% CHANGE
Clark County:			
Las Vegas	150,857	154,662 **	2.5%
Laughlin	8,752	8,692	(0.7%)
Mesquite	1,645	1,650	0.3%
Lake Tahoe*	2,100	2,085	(0.7%)
Washoe County	16,380	16,632	1.5%
All other counties	13,052	13,106	0.4%
<b>END OF PERIOD (State)</b>	<b>192,785</b>	<b>196,827</b>	<b>2.1%</b>

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of December 31, 2023.

\*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

\*\*Room inventory for Las Vegas reflect the weighted average of daily room tallies of open properties in December 2023.



# GROSS GAMING REVENUE

Statewide gaming revenue (win) is rounded to the nearest thousand and includes credit play.

MONTH	2022	2023	% CHANGE
January	\$1,078,835,478	\$1,272,953,911	18.0%
February	1,113,133,855	1,237,272,532	11.2%
March	1,355,201,041	1,312,090,407	(3.2%)
April	1,128,502,208	1,159,751,632	2.8%
May	1,300,009,090	1,289,036,828	(0.8%)
June	1,277,029,262	1,245,814,727	(2.4%)
July	1,315,969,430	1,403,951,426	6.7%
August	1,208,526,825	1,209,315,585	0.1%
September	1,249,470,542	1,270,598,213	1.7%
October	1,280,702,499	1,315,114,633	2.7%
November	1,220,945,368	1,374,350,070	12.6%
December	1,313,801,127	1,432,633,319	9.0%
<b>TOTAL (Rolling 12 months)</b>	<b>\$14,842,126,725</b>	<b>\$15,522,883,283</b>	<b>4.6%</b>

## FOURTH QUARTER 2023 AREA HIGHLIGHTS

AREA	2022	2023	% CHANGE
Clark County:	\$3,324,350,071	\$3,622,059,305	9.0%
Strip	2,189,554,589	2,440,878,538	11.5%
Downtown	242,032,123	254,599,502	5.2%
Laughlin	118,773,943	119,394,451	0.5%
Mesquite	46,977,960	47,803,082	1.8%
County balance	727,011,459	759,383,732	4.5%
Washoe County	253,474,649	257,272,668	1.5%
Lake Tahoe*	53,471,624	51,748,447	(3.2%)
Elko County	98,354,251	102,632,629	4.3%
Carson Valley Area	32,435,054	34,108,486	5.2%
All other counties	53,363,342	54,276,487	1.7%
<b>TOTAL (State)</b>	<b>\$3,815,448,994</b>	<b>\$4,122,098,022</b>	<b>8.0%</b>

\*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

# CONVENTION ATTENDANCE

The number of attendees attending conventions in Nevada.

MONTH	2022	2023	% CHANGE
January	316,180	533,449	68.7%
February	451,011	677,269	50.2%
March	507,990	807,897	59.0%
April	420,957	408,675	(2.9%)
May	418,857	489,488	16.9%
June	484,512	504,533	4.1%
July	324,313	292,815	(9.7%)
August	403,668	662,764	64.2%
September	381,955	428,483	12.2%
October	645,805	653,965	1.3%
November	595,900	608,213	2.1%
December	232,234	204,875	(11.8%)
<b>TOTAL (Rolling 12 months)</b>	<b>5,183,382</b>	<b>6,272,426</b>	<b>21.0%</b>

## FOURTH QUARTER 2023 AREA HIGHLIGHTS

AREA	2022	2023	% CHANGE
Clark County:			
Las Vegas	1,430,800	1,434,700	0.3%
Washoe County	28,687	23,615	(17.7%)
All other counties	14,452	8,738 *	(39.5%)
<b>TOTAL (State)</b>	<b>1,473,939</b>	<b>1,467,053</b>	<b>(0.5%)</b>

\*The totals for convention attendance for All Other Counties for the fourth quarter contain partial data. Data will be updated when obtained.

# AIRPORT VOLUME

The number of passengers arriving and departing from Nevada's airports.

MONTH	2022	2023	% CHANGE
January	3,457,254	4,740,987	37.1%
February	3,668,146	4,520,647	23.2%
March	4,655,497	5,336,696	14.6%
April	4,597,379	5,184,114	12.8%
May	4,938,215	5,333,572	8.0%
June	5,079,836	5,304,758	4.4%
July	5,281,004	5,400,877	2.3%
August	5,060,320	5,070,990	0.2%
September	5,163,083	5,208,798	0.9%
October	5,583,473	5,892,844	5.5%
November	4,921,451	5,197,623	5.6%
December	4,706,084	5,182,542	10.1%
<b>TOTAL (Rolling 12 months)</b>	<b>57,111,742</b>	<b>62,374,448</b>	<b>9.2%</b>

## FOURTH QUARTER 2023 AREA HIGHLIGHTS

AREA	2022	2023	% CHANGE
Harry Reid Int. (Las Vegas)	14,118,706	15,137,527	7.2%
Reno/Tahoe Int.	1,055,949	1,094,203	3.6%
Laughlin/Bullhead Int.	32,105	35,721	11.3%
Elko Airport	4,248	5,558	30.8%
<b>TOTAL (State)</b>	<b>15,211,008</b>	<b>16,273,009</b>	<b>7.0%</b>

Passenger counts may or may not include commercial, charter, and scenic tour airline traffic as well as local passengers.

# VEHICLE TRAFFIC COUNTS

The number of vehicles entering Nevada by way of interstate, U.S. and state highways.

MONTH	2022	2023	% CHANGE
January	2,577,731	2,281,500 *,****	(11.5%)
February	2,447,938	2,144,827 *,****	(12.4%)
March	2,781,741	2,260,392 *,****	(18.7%)
April	3,002,537	2,558,653 *,****	(14.8%)
May	2,981,654 *	2,752,368 *,****	(7.7%)
June	3,080,059 *	2,868,012 *,****	(6.9%)
July	3,523,326 *	2,522,154 *,***,****	(28.4%)
August	3,228,941 *	2,332,096 *,***,****	(27.8%)
September	2,973,018 *	2,120,245 *,***,****	(28.7%)
October	2,294,327 *,**,****	1,895,281 *,***,****	(17.4%)
November	2,438,938 *,****	1,756,355 *,***,****	(28.0%)
December	2,582,016 *,****	1,954,851 *,***,****	(24.3%)
<b>TOTAL (Rolling 12 months)</b>	<b>33,912,226</b>	<b>27,446,734</b>	<b>(19.1%)</b>

## FOURTH QUARTER 2023 AREA HIGHLIGHTS

AREA	2022	2023	% CHANGE
I-15 at Primm/Jean	1,464,431	2,024,226	38.2%
I-15 at Mesquite	1,406,877	1,411,445	0.3%
I-80 at Verdi	1,359,476	- ***	(100%)
I-80 at Wells	-	- *	-
All other entry points	3,084,497	2,170,816 ****	(29.6%)
<b>TOTAL (State)</b>	<b>7,315,281</b>	<b>5,606,487</b>	<b>(23.4%)</b>

Traffic counts include interstate, U.S. and state highways. Counts may or may not include local traffic.

\*Due to equipment failure on Interstate 80 at Wells, the traffic totals for May 2022 through December 2023 do not contain any data.

\*\*Due to road construction/equipment failure at Interstate 15 at Primm/Jean, the traffic totals for October 2022 do not contain any data.

\*\*\*Due to equipment failure on Interstate 80 at Verdi, the traffic totals for July through December 2023 contain partial data.

\*\*\*\*Due to road construction at various other entry points, the respective traffic totals for October 2022 to December 2023 contain partial data.

# PARK USAGE

The number of people visiting state and nearby national parks.

MONTH	2022	2023	% CHANGE
January	1,157,888	1,009,640	(12.8%)
February	1,264,115	1,135,619	(10.2%)
March	2,119,563	1,791,027	(15.5%)
April	2,468,231	2,492,897	1.0%
May	2,869,868	2,881,514	0.4%
June	3,269,944	3,327,332	1.8%
July	3,205,429	3,641,951	13.6%
August	2,953,192	3,130,327	6.0%
September	2,660,567	2,916,987	9.6%
October	2,434,192	2,767,753	13.7%
November	1,578,650	1,803,184	14.2%
December	1,261,155	1,522,757	20.7%
<b>TOTAL (Rolling 12 months)</b>	<b>27,242,794</b>	<b>28,420,988</b>	<b>4.3%</b>

## FOURTH QUARTER 2023 AREA HIGHLIGHTS

AREA	2022	2023	% CHANGE
Nevada State Parks	657,578	797,879	21.3%
Great Basin Nat. Park	19,360	24,625	27.2%
Lake Mead Nat. Rec. Area	1,107,365	1,339,585	21.0%
Hoover Dam Visitor Center	120,540	134,512	11.6%
Grand Canyon Nat. Park	1,041,044	1,116,002	7.2%
Zion Nat. Park	933,107	1,007,525	8.0%
Bryce Canyon Nat. Park	408,780	471,525	15.3%
Death Valley Nat. Park	266,944	256,239	(4.0%)
Yosemite Nat. Park	719,279	945,802	31.5%
<b>TOTAL (All Parks)</b>	<b>5,273,997</b>	<b>6,093,694</b>	<b>15.5%</b>

# INFORMATION SOURCES

## **CARSON CITY CULTURE & TOURISM AUTHORITY**

716 N. Carson Street  
Carson City, NV 89701  
775-687-7410 • Fax: 775-687-7416  
[www.visitcarsoncity.com](http://www.visitcarsoncity.com)

## **CARSON VALLEY CHAMBER OF COMMERCE**

1513 U.S. Hwy 395 North  
Gardnerville, NV 89410  
775-782-8144 • 800-727-7677  
Fax: 775-782-1025 • [www.carsonvalleynv.org](http://www.carsonvalleynv.org)

## **ELKO CONVENTION & VISITORS AUTHORITY**

700 Moren Way, Elko, NV 89801  
775-738-4091 • 800-248-3556  
Fax: 775-738-2420 • [www.elkocva.com](http://www.elkocva.com)

## **ELKO REGIONAL AIRPORT**

975 Terminal Way, Elko, NV 89801  
775-777-7190 • Fax: 775-777-7193  
[www.elkocity.com](http://www.elkocity.com)

## **ELY BRISTLECONE CONVENTION CENTER**

150 Sixth St., P.O. Box 958, Ely, NV 89301  
775-289-3720 • 800-490-9350  
Fax: 775-289-6757 • [www.elynevada.net](http://www.elynevada.net)

## **FALLON CONVENTION CENTER**

100 Campus Way, Fallon, NV 89406  
775-423-4556 • 800-874-0903  
Fax: 775-423-8926 • [www.fallontourism.com](http://www.fallontourism.com)

## **HAWTHORNE CONVENTION CENTER**

932 E St., P.O. Box 2281  
Hawthorne, NV 89415  
775-945-5854 • Fax: 775-945-3826  
[www.mineralcountychamber.com](http://www.mineralcountychamber.com)

## **HENDERSON CONVENTION CENTER & VISITORS BUREAU**

200 S. Water St., Henderson, NV 89015  
702-565-2171 • Fax: 702-565-2177  
[www.visithenderson.com](http://www.visithenderson.com)

## **LAKE TAHOE VISITORS AUTHORITY**

1156 Ski Run Blvd., South Lake Tahoe, CA 96150  
530-544-5050 • 800-AT-TAHOE  
Fax: 530-544-2386 • [www.bluelaketahoe.com](http://www.bluelaketahoe.com)

## **LAS VEGAS CONVENTION & VISITORS AUTHORITY**

3150 Paradise Rd., Las Vegas, NV 89109-9096  
702-892-0711 • 877-847-4858  
Fax: 702-892-7547 • [www.lasvegas.com](http://www.lasvegas.com)

## **HARRY REID INTERNATIONAL AIRPORT**

P.O. Box 11005, Las Vegas, NV 89111-1005  
702-261-5211 • 800-261-5704  
Fax: 702-597-9553 • [www.harryreidairport.com](http://www.harryreidairport.com)

## **NATIONAL PARK SERVICE**

1849 C Street NW, Washington, D.C. 20240  
202-208-6843 • [www.nps.gov](http://www.nps.gov)

## **NEVADA DEPARTMENT OF TRANSPORTATION**

1263 S. Stewart St., Carson City, NV 89712  
775-888-7000 • Fax: 775-888-7201  
[www.nevadadot.com](http://www.nevadadot.com)

## **NEVADA DIVISION OF STATE PARKS**

1300 S. Curry St., Carson City, NV 89703  
775-687-4384 • [parks.nv.gov](http://parks.nv.gov)

## **NEVADA DEPARTMENT OF EMPLOYMENT TRAINING, AND REHABILITATION**

1929 N. Carson St., Carson City, NV 89703  
775-684-3909 • [www.detr.state.nv.us/es/es\\_index.htm](http://www.detr.state.nv.us/es/es_index.htm)

## **NEVADA GAMING CONTROL BOARD**

1919 E. College Pkwy., Carson City, NV 89706  
775-687-6500 • [gaming.nv.gov](http://gaming.nv.gov)

## **PERSHING COUNTY COMMUNITY CENTER**

820 Sixth St., P.O. Box 986, Lovelock, NV 89419  
775-273-7144 • 888-273-3200  
Fax: 775-273-7647 • [www.zplace2b.com/pccof](http://www.zplace2b.com/pccof)

## **RENO-SPARKS CONVENTION & VISITORS AUTHORITY**

4001 S. Virginia St., Suite G, Reno, NV 89504  
775-827-RENO • 800-FOR-RENO  
Fax: 775-827-7746 • [www.visitrenotahoe.com](http://www.visitrenotahoe.com)

## **RENO-TAHOE INTERNATIONAL AIRPORT**

2006 E. Plumb Lane, Reno, NV 89502  
P.O. Box 12490, Reno, NV 89510  
775-328-6400 • [www.renoairport.com](http://www.renoairport.com)

## **TAHOE-DOUGLAS CHAMBER OF COMMERCE**

195 U.S. Hwy 50 at Roundhill, P.O. Box 7139  
Stateline, NV 89449  
775-588-4591 • Fax: 775-588-4598  
[tahoe.tahoechamber.org](http://tahoe.tahoechamber.org)

## **TONOPAH CONVENTION CENTER**

301 Brougner Ave., P.O. Box 408  
Tonopah, NV 89049  
775-482-3558 • Fax: 775-482-3932  
[www.tonopahnevada.com](http://www.tonopahnevada.com)

## **WENDOVER AREA CHAMBER OF COMMERCE & TOURISM**

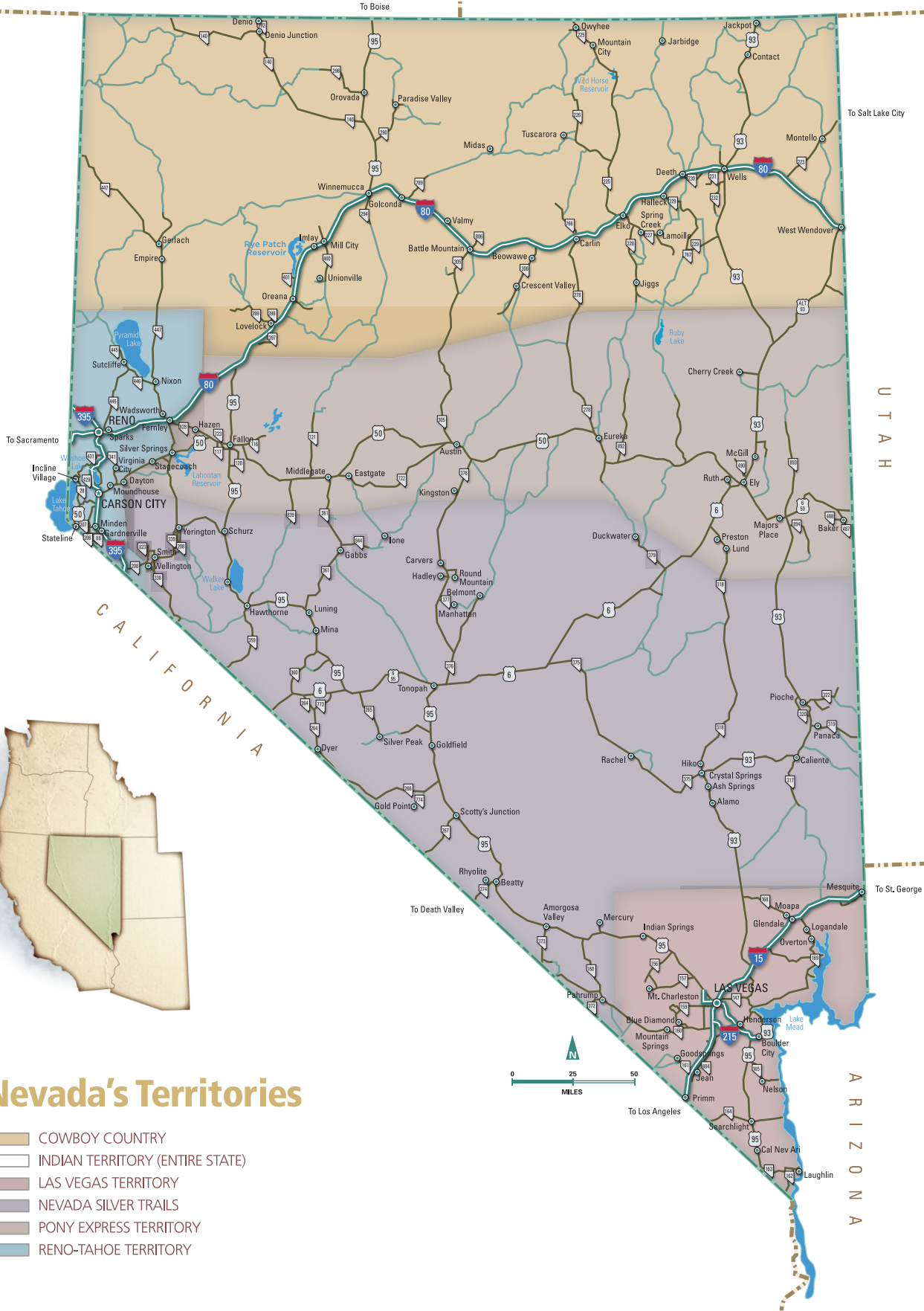
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O R E G O N

I D A H O



## Nevada's Territories

- COWBOY COUNTRY
- INDIAN TERRITORY (ENTIRE STATE)
- LAS VEGAS TERRITORY
- NEVADA SILVER TRAILS
- PONY EXPRESS TERRITORY
- RENO-TAHOE TERRITORY

