



DISCOVER THE FACTS

A Quarterly Report Published by the Nevada Division of Tourism

FIRST QUARTER 2024



NEVADA COMMISSION ON TOURISM

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



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ROOM TAX COLLECTIONS

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

MONTH	2022	2023	% CHANGE
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	2,444,272	(0.6%)
August	2,256,967	2,372,976	5.1%
September	2,604,991	2,836,913	8.9%
October	3,097,207	3,360,323	8.5%
November	2,616,602	3,074,136	17.5%
December	2,261,023	2,334,042	3.2%
MONTH	2023	2024	% CHANGE
January	2,637,764	2,676,948	1.5%
February	2,240,451	3,156,796	40.9%
March	3,142,929	2,721,192	(13.4%)
TOTAL (Rolling 12 months)	\$31,050,280	\$32,564,249	4.9%

FIRST QUARTER 2024 AREA HIGHLIGHTS

AREA	2023	2024	% CHANGE
Clark County	\$7,397,565	\$7,969,229	7.7%
Washoe County	356,031	337,450	(5.2%)
Douglas County*	123,845	115,069	(7.1%)
Elko County	38,884	38,761	(0.3%)
Carson City	23,129	19,497	(15.7%)
All other counties	81,690	74,931	(8.3%)
TOTAL (State)	\$8,021,143	\$8,554,936	6.7%

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
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	4,117,341	0.7%
December	4,228,608	4,287,724	1.4%
MONTH	2023	2024	% CHANGE
January	4,074,201	4,154,570	2.0%
February	3,914,673	4,170,589	6.5%
March	4,641,044	4,583,295	(1.2%)
TOTAL (Rolling 12 months)	51,966,117	52,478,367	1.0%

FIRST QUARTER 2024 AREA HIGHLIGHTS

AREA	2023	2024	% CHANGE
Clark County:			
Las Vegas	10,012,900	10,429,300	4.2%
Laughlin	297,500	310,000	4.2%
Mesquite	238,000	248,744	4.5%
Washoe County	828,377	814,744	(1.6%)
All other counties	1,253,140	1,105,667	(11.8%)
TOTAL (State)	12,629,917	12,908,455	2.2%

OCCUPANCY LEVEL

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

MONTH	2022	2023	NET CHANGE
April	78.5%	79.5%	1.0
May	77.5%	79.0%	1.5
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%	81.5%	(0.0)
November	74.7%	74.8%	0.1
December	71.7%	72.4%	0.7
MONTH	2023	2024	NET CHANGE
January	72.2%	71.5%	(0.7)
February	76.4%	77.0%	0.6
March	82.5%	78.6%	(3.9)
MONTHLY AVG (Rolling 12 months)	77.1%	77.7%	0.6

FIRST QUARTER 2024 AREA HIGHLIGHTS

AREA	2023	2024	NET CHANGE
Clark County:			
Las Vegas	83.2%	82.7%	(0.5)
Laughlin	47.8%	47.0%	(0.8)
Mesquite	81.7%	77.4%	(4.3)
Lake Tahoe*	41.7%	37.3%	(4.4)
Washoe County	54.2%	51.3%	(2.9)
All other counties	58.3%	47.7%	(10.6)
QUARTER AVG (State)	77.1%	75.7%	(1.4)

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
April	4,525,785	4,614,357	2.0%
May	4,638,842	4,730,657	2.0%
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	4,870,659	0.3%
November	4,309,999	4,380,146	1.6%
December	4,282,094	4,415,995	3.1%
MONTH	2023	2024	% CHANGE
January	4,326,707	4,385,308	1.4%
February	4,143,352	4,427,529	6.9%
March	4,943,683	4,830,799	(2.3%)
TOTAL (Rolling 12 months)	54,259,598	55,516,506	2.3%

FIRST QUARTER 2024 AREA HIGHLIGHTS

AREA	2023	2024	% CHANGE
Clark County:			
Las Vegas	11,366,800	11,748,500	3.4%
Laughlin	376,700	372,700	(1.1%)
Mesquite	121,100	116,200	(4.0%)
Lake Tahoe*	82,295	74,626	(9.3%)
Washoe County	782,249	762,367	(2.5%)
All other counties	684,598	569,243	(16.9%)
TOTAL (State)	13,413,742	13,643,636	1.7%

*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
April	192,121	193,408	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%
MONTH	2023	2024	% CHANGE
January	193,241	197,927	2.4%
February	193,652	198,278	2.4%
March	193,417	198,301	2.5%
END OF PERIOD	193,417	198,301	2.5%

FIRST QUARTER 2024 AREA HIGHLIGHTS

AREA	2023	2024	% CHANGE
Clark County:			
Las Vegas	151,752	156,173 **	2.9%
Laughlin	8,752	8,753	0.0%
Mesquite	1,647	1,650	0.2%
Lake Tahoe*	1,989	2,086	4.9%
Washoe County	16,225	16,533	1.9%
All other counties	13,052	13,106	0.4%
END OF PERIOD (State)	193,417	198,301	2.5%

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of March 31, 2024.

*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 March 2024.

GROSS GAMING REVENUE

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

MONTH	2022	2023	% CHANGE
April	\$1,128,502,208	\$1,159,587,986	2.8%
May	1,300,009,090	1,291,836,997	(0.6%)
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%
MONTH	2023	2024	% CHANGE
January	1,272,953,911	1,279,418,576	0.5%
February	1,237,048,361	1,342,192,406	8.5%
March	1,312,049,411	1,290,406,696	(1.6%)
TOTAL (Rolling 12 months)	\$15,117,008,034	\$15,615,220,634	3.3%

FIRST QUARTER 2024 AREA HIGHLIGHTS

AREA	2023	2024	% CHANGE
Clark County:	\$3,360,124,862	\$3,426,172,210	2.0%
Strip	2,150,217,843	2,202,793,339	2.4%
Downtown	246,517,938	238,100,116	(3.4%)
Laughlin	137,021,494	135,971,725	(0.8%)
Mesquite	50,610,042	51,047,036	0.9%
County balance	775,757,547	798,259,992	2.9%
Washoe County	221,068,620	246,924,475	11.7%
Lake Tahoe*	53,058,599	55,425,724	4.5%
Elko County	101,209,860	99,199,092	(2.0%)
Carson Valley Area	31,033,833	32,013,194	3.2%
All other counties	55,555,907	52,282,985	(5.9%)
TOTAL (State)	\$3,822,051,683	\$3,912,017,678	2.4%

*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
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%)
MONTH	2023	2024	% CHANGE
January	533,449	586,076	9.9%
February	677,269	778,418	14.9%
March	807,897	510,457	(36.8%)
TOTAL (Rolling 12 months)	5,926,816	6,128,762	3.4%

FIRST QUARTER 2024 AREA HIGHLIGHTS

AREA	2023	2024	% CHANGE
Clark County:			
Las Vegas	1,947,400	1,806,400	(7.2%)
Washoe County	45,852	45,491	(0.8%)
All other counties	25,363	23,060 *	(9.1%)
TOTAL (State)	2,018,615	1,874,951	(7.1%)

*The totals for convention attendance for All Other Counties for the first 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
April	4,597,379	5,185,885	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%
MONTH	2023	2024	% CHANGE
January	4,740,987	4,706,279	(0.7%)
February	4,521,202	4,689,027	3.7%
March	5,340,286	5,457,941	2.2%
TOTAL (Rolling 12 months)	59,933,320	62,631,136	4.5%

FIRST QUARTER 2024 AREA HIGHLIGHTS

AREA	2022	2023	% CHANGE
Harry Reid Int. (Las Vegas)	13,504,637	13,708,068	1.5%
Reno/Tahoe Int.	1,052,565	1,097,003	4.2%
Laughlin/Bullhead Int.	40,376	41,828	3.6%
Elko Airport	4,897	6,348	29.6%
TOTAL (State)	14,602,475	14,853,247	1.7%

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
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%)
MONTH	2023	2024	% CHANGE
January	2,281,500 *, ****	1,718,744 *, ***, ****	(24.7%)
February	2,144,827 *, ****	1,725,351 *, ***, ****	(19.6%)
March	2,260,392 *, ****	1,910,767 *, ***, ****	(15.5%)
TOTAL (Rolling 12 months)	32,791,535	26,114,877	(20.4%)

FIRST QUARTER 2024 AREA HIGHLIGHTS

AREA	2023	2024	% CHANGE
I-15 at Primm/Jean	1,789,499	1,723,123	(3.7%)
I-15 at Mesquite	1,262,821	1,265,170	0.2%
I-80 at Verdi	1,075,694	– ***	(100.0%)
I-80 at Wells	– *	– *	–
All other entry points	2,558,705 ****	2,366,569 ****	(7.5%)
TOTAL (State)	6,686,719	5,354,862	(19.9%)

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 March 2024 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 2023 through March 2024 contain partial data.

****Due to road construction at various other entry points, the respective traffic totals for October 2022 to March 2024 contain partial data.

PARK USAGE

The number of people visiting state and nearby national parks.

MONTH	2022	2023	% CHANGE
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	2,768,509	13.7%
November	1,578,650	1,803,184	14.2%
December	1,261,155	1,522,757	20.7%
MONTH	2023	2024	% CHANGE
January	1,032,983	1,166,924	13.0%
February	1,145,628	1,339,131	16.9%
March	1,710,473	2,152,874	25.9%
TOTAL (Rolling 12 months)	26,590,312	29,144,387	9.6%

FIRST QUARTER 2024 AREA HIGHLIGHTS

AREA	2022	2023	% CHANGE
Nevada State Parks	549,045	550,905	0.3%
Great Basin Nat. Park	4,677	7,088	51.6%
Lake Mead Nat. Rec. Area	1,204,347	1,498,517	24.4%
Hoover Dam Visitor Center	114,181	117,340	2.8%
Grand Canyon Nat. Park	614,641	772,623	25.7%
Zion Nat. Park	586,221	687,599	17.3%
Bryce Canyon Nat. Park	207,664	241,841	16.5%
Death Valley Nat. Park	358,790	387,434	8.0%
Yosemite Nat. Park	249,518	395,582	58.5%
TOTAL (All Parks)	3,889,084	4,658,929	19.8%

INFORMATION SOURCES

CARSON CITY CULTURE & TOURISM AUTHORITY

716 N. Carson Street
Carson City, NV 89701
(775) 687-7410 | Fax: (775) 687-7416
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 | carsonvalleynv.org

ELKO CONVENTION & VISITORS AUTHORITY

700 Moren Way, Elko, NV 89801
(775) 738-4091 | (800) 248-3556
Fax: (775) 738-2420 | exploreelko.com

ELKO REGIONAL AIRPORT

975 Terminal Way, Elko, NV 89801
(775) 777-7190 | Fax: (775) 777-7193
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 | elynevada.net

FALLON CONVENTION CENTER

100 Campus Way, Fallon, NV 89406
(775) 423-4556 | (800) 874-0903
Fax: (775) 423-8926 | visitfallonnevada.com

HAWTHORNE CONVENTION CENTER

932 E St., P.O. Box 2281
Hawthorne, NV 89415
(775) 945-5854 | Fax: (775) 945-3826
mineralcountychamber.com

HENDERSON CONVENTION CENTER & VISITORS BUREAU

200 S. Water St., Henderson, NV 89015
(702) 565-2171 | Fax: (702) 565-2177
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 | visitlaketahoe.com

LAS VEGAS CONVENTION & VISITORS AUTHORITY

3150 Paradise Rd., Las Vegas, NV 89109-9096
702-892-0711 | 877-847-4858
Fax: 702-892-7547 | lvcva.com

Harry Reid International Airport

P.O. Box 11005, Las Vegas, NV 89111-1005
(702) 261-5211 | (800) 261-5704
Fax: (702) 597-9553 | harryreidairport.com

NATIONAL PARK SERVICE

1849 C Street NW, Washington, D.C. 20240
(202) 208-6843 | nps.gov

NEVADA DEPARTMENT OF TRANSPORTATION

1263 S. Stewart St., Carson City, NV 89712
(775) 888-7000 | Fax: (775) 888-7201
dot.nv.gov

NEVADA DIVISION OF STATE PARKS

1300 S. Curry St., Carson City, NV 89703
(775) 687-4384 | parks.nv.gov

NEVADA DEPARTMENT OF EMPLOYMENT TRAINING, AND REHABILITATION

1929 N. Carson St., Carson City, NV 89703
(775) 684-3909 | detr.nv.gov

NEVADA GAMING CONTROL BOARD

1919 E. College Pkwy., Carson City, NV 89706
(775) 687-6500 | 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 | pershingcountynv.gov

RENO-SPARKS CONVENTION & VISITORS AUTHORITY

4001 S. Virginia St., Suite G, Reno, NV 89504
(775) 827-RENO | 800-FOR-RENO
Fax: 775-827-7746 | rscva.com

RENO-TAHOE INTERNATIONAL AIRPORT

2006 E. Plumb Lane, Reno, NV 89502
P.O. Box 12490, Reno, NV 89510
(775) 328-6400 | 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
tahoedouglasva.org

TONOPAH CONVENTION CENTER

301 Brougner Ave., P.O. Box 408
Tonopah, NV 89049
(775) 482-3558 | Fax: (775) 482-3932
tonopahnevada.com

WENDOVER AREA CHAMBER OF COMMERCE & TOURISM

735 Wendover Blvd., P.O. Box 2468
Wendover, NV 89883
(775) 664-3414 | (800) 426-6862
Fax: (775) 664-3414 | westwendovercity.com

WINNEMUCCA CONVENTION & VISITORS BUREAU

50 W. Winnemucca Blvd., Winnemucca, NV 89445
(775) 623-5071 | (800) 962-2638
Fax: (775) 623-5087 | winnemucca.com

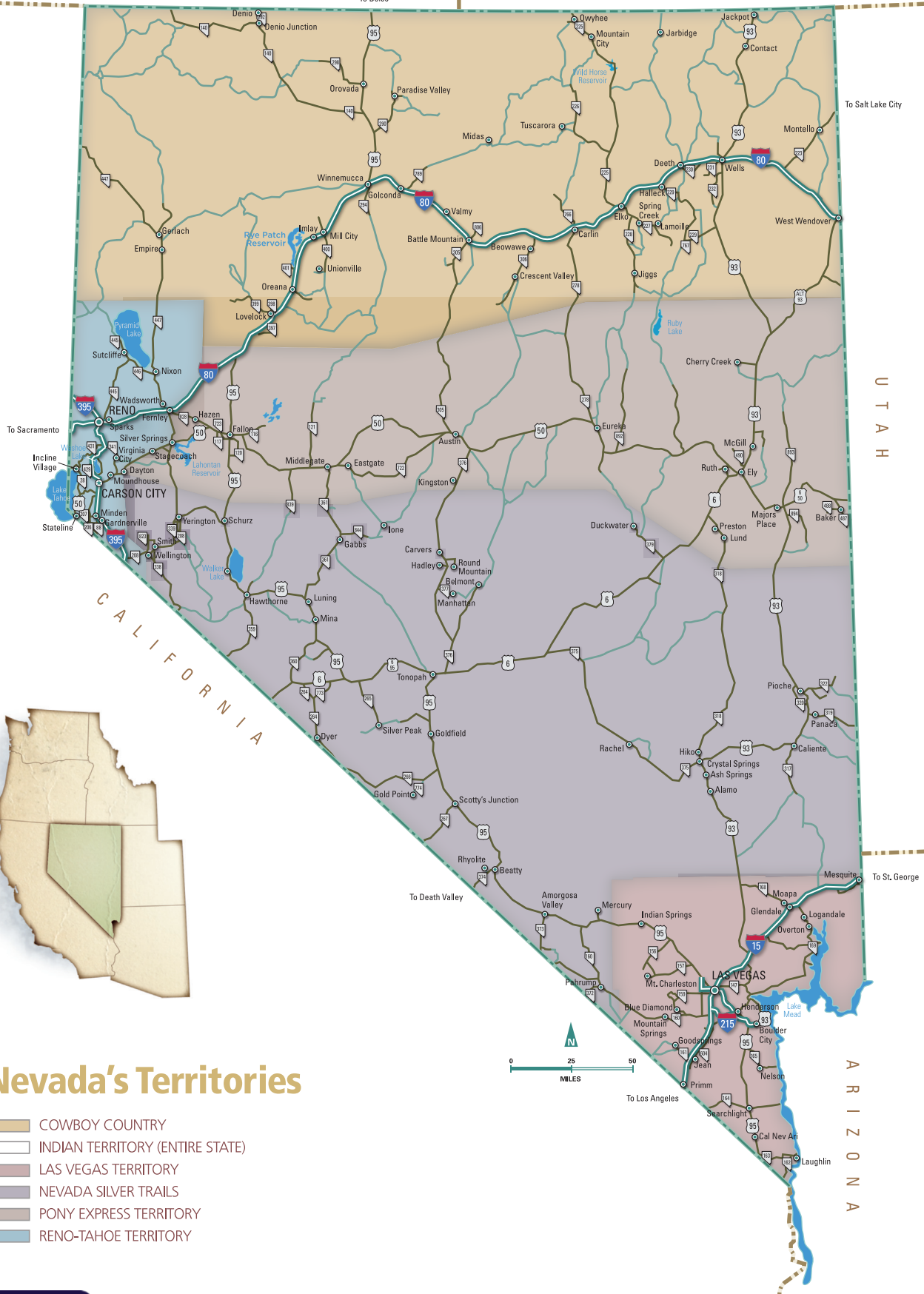


O R E G O N

I D A H O

U T A H

A R I Z O N A



Nevada's Territories

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



401 North Carson Street | Carson City, NV 89701 | 775.687.4322 | Fax 775.687.6779 | travelnevada.biz