



DISCOVER THE FACTS

A Quarterly Report Published by the Nevada Division of Tourism

FIRST QUARTER 2025

NEVADA COMMISSION ON TOURISM

GOVERNOR

Joe Lombardo

LT. GOVERNOR • CHAIR

Stavros Anthony

COMMISSIONERS

Represents the Commission as of March 31, 2025

Rick Murdock, Vice Chair	Jill Lagan
Fletch Brunelle	Mike Larragueta
Shelly Capurro	Jane Moon
Mendy Elliott	Judith Perez Siegel
Annette Kerr	Herb Santos, Jr.

DIRECTOR

Brenda Scolari

CEO

Rafael Villanueva

RESEARCH & ANALYSIS

Kyle Shulz, Gabriel Mortensen

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	2023		2024		% CHANGE
April	\$	2,544,120	\$	2,737,626	7.6%
May	\$	2,633,710	\$	2,983,286	13.3%
June	\$	2,408,821	\$	2,411,271	0.1%
July	\$	2,444,272	\$	2,685,508	9.9%
August	\$	2,372,976	\$	2,652,554	11.8%
September	\$	2,836,913	\$	2,882,666	1.6%
October	\$	3,360,323	\$	3,107,443	-7.5%
November	\$	3,074,136	\$	2,640,065	-14.1%
December	\$	2,334,042	\$	2,537,251	8.7%
MONTH	2024		2025		% CHANGE
January	\$	2,676,948	\$	2,838,716	6.0%
February	\$	3,156,796	\$	2,471,210	-21.7%
March	\$	2,721,192	\$	2,708,908	-0.5%
TOTAL (Rolling 12 months)		\$32,564,249		\$ 32,656,502	0.3%

FIRST QUARTER 2025 AREA HIGHLIGHTS

LOCATION	2024		2025		% CHANGE
Clark County	\$	7,969,228.54	\$	7,271,703.17	-8.8%
Washoe County	\$	337,449.78	\$	476,865.32	41.3%
Douglas County	\$	115,069.29	\$	127,224.48	10.6%
Elko County	\$	38,760.78	\$	43,830.28	13.1%
Carson City	\$	19,496.77	\$	24,079.00	23.5%
All other counties	\$	74,930.96	\$	75,131.24	0.3%
TOTAL (State)		\$ 8,554,936.12		\$ 8,018,833	-6.3%

Note: The remaining portion of the state tax 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

**Tax collections for Carson City include estimated values for October 2024 due to a discrepancy that was reported from the Department of Taxation. Data will be updated when obtained.

VISITOR VOLUME

The number of visitors to Nevada.

MONTH	2023	2024	% CHANGE
April	4,277,006	4,323,523	1.1%
May	4,456,660	4,548,127	2.1%
June	4,548,687	4,489,877	-1.3%
July	4,692,122	4,616,251	-1.6%
August	4,404,911	4,472,742	1.5%
September	4,328,251	4,350,899	0.5%
October	4,457,211	4,368,276	-2.0%
November	4,117,341	4,079,611	-0.9%
December	4,287,724	4,282,468	-0.1%
MONTH	2024	2025	% CHANGE
January	4,130,826	4,090,455	-1.0%
February	4,170,589	3,735,684	-10.4%
March	4,583,330	4,226,504	-7.8%
TOTAL (Rolling 12 months)	52,454,658	51,584,419	-1.7%

FIRST QUARTER 2025 AREA HIGHLIGHTS

LOCATION	2024	2025	% CHANGE
Clark County	10,964,300	10,253,700	-6.5%
Las Vegas	10,429,300	9,704,700	-6.9%
Laughlin	310,000	328,000	5.8%
Mesquite	225,000	221,000	-1.8%
Washoe County	814,779	840,943	3.2%
All other counties	1,105,667	958,000	-13.4%
TOTAL (State)	12,884,746	12,052,643	-6.5%

OCCUPANCY LEVEL

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

MONTH	2023	2024	Net Change
April	79.6%	79.4%	-0.2
May	79.3%	79.9%	0.6
June	81.8%	80.3%	-1.5
July	81.7%	80.2%	-1.5
August	76.5%	77.8%	1.2
September	78.9%	79.0%	0.1
October	81.7%	79.6%	-2.0
November	74.9%	74.5%	-0.5
December	72.5%	74.4%	1.9
MONTH	2024	2025	Net Change
January	71.5%	74.5% **	3.0
February	76.7%	74.2% **	-2.5
March	78.6%	77.2% *, **	-1.4
TOTAL (Rolling 12 months)	71.5%	74.5%	3.0

FIRST QUARTER 2025 AREA HIGHLIGHTS

LOCATION	2024	2025	Net Change
Clark County	80.8%	79.8%	-0.9
Las Vegas	82.7%	81.8%	-0.8
Laughlin	47.0%	45.4%	-1.6
Mesquite	77.4%	79.6%	2.3
Lake Tahoe	37.3%	40.6% *	3.3
Washoe County	51.0%	54.7%	3.7
Carson City	42.7%	50.7% **	8.0
All other counties	47.9%	50.4%	2.5
TOTAL (State)	75.6%	75.3%	-0.3

* Data for March 2025 not obtained, current statistics indicate projected numbers from average of historical data, data will be updated in future reports.

** Data for Q1 2025 not obtained, current statistics indicate projected numbers based on sum of 2024 4th quarter growth rate for room nights occupied and average of the 2024 4th quarter room inventory, data will be updated in future reports.

ROOM NIGHTS OCCUPIED

The number of room nights occupied.

MONTH	2023	2024	% CHANGE
April	4,611,976	4,679,499	1.5%
May	4,741,474	4,846,380	2.2%
June	4,753,277	4,777,618	0.5%
July	4,895,605	4,778,677	-2.4%
August	4,592,116	4,646,977	1.2%
September	4,623,532	4,583,161	-0.9%
October	4,876,393	4,744,684	-2.7%
November	4,389,905	4,299,603	-2.1%
December	4,420,005	4,434,023	0.3%
MONTH	2024	2025	% CHANGE
January	4,387,817	4,420,792 **	0.8%
February	4,425,036	3,991,438 **	-9.8%
March	4,829,494	4,599,313 *, **	-4.8%
TOTAL (Rolling 12 months)	55,546,630	54,802,165	-1.3%

FIRST QUARTER 2025 AREA HIGHLIGHTS

LOCATION	2024	2025	% CHANGE
Clark County	12,237,400	11,564,000	-5.5%
Las Vegas	11,748,500	11,088,200	-5.6%
Laughlin	372,700	361,900	-2.9%
Mesquite	116,200	113,900	-2.0%
Lake Tahoe	74,626	73,502 *	-1.5%
Washoe County	767,134	795,746	3.7%
Carson City	48,319	50,093 **	3.7%
All other counties	514,868	528,202	2.6%
TOTAL (State)	13,642,347	13,011,543	-4.6%

* Data for March 2025 not obtained, current statistics indicate projected numbers from average of historical data, data will be updated in future reports.

** Data for Q1 2025 not obtained, current statistics indicate projected numbers based on sum of 2024 4th quarter growth rate for room nights occupied, data will be updated in future reports.

ROOM INVENTORY

The number of hotel/motel rooms in Nevada.

MONTH	2023	2024	% CHANGE
April	193,212	196,571	1.7%
May	192,987	195,694	1.4%
June	193,676	198,286	2.4%
July	193,279	192,177	-0.6%
August	193,550	192,789	-0.4%
September	195,316	193,320	-1.0%
October	192,626	192,225	-0.2%
November	195,248	192,443	-1.4%
December	196,778	192,313	-2.3%
MONTH	2024	2025	% CHANGE
January	197,875	191,443 **	-3.3%
February	198,817	192,050 **	-3.4%
March	198,262	192,239 *, **	-3.0%
TOTAL (Rolling 12 months)	198,262	192,239	-3.0%

FIRST QUARTER 2025 AREA HIGHLIGHTS

LOCATION	2024	2025	% CHANGE
Clark County	166,576	161,210	-3.2%
Las Vegas	156,173	150,757	-3.5%
Laughlin	8,753	8,864	1.3%
Mesquite	1,650	1,589	-3.7%
Lake Tahoe	2,086	2,035 *	-2.5%
Washoe County	16,533	16,243	-1.8%
Carson City	1,250	1,098 **	-12.2%
All other counties	11,817	11,653	-1.4%
TOTAL (State)	198,262	192,239	-3.0%

* Data for March 2025 not obtained, current statistics indicate room inventory for February 2025, data will be updated in future reports.

** Data for Q1 2025 not obtained, current statistics indicate projected numbers based on an average of the 2024 4th quarter room inventory for room inventory, data will be updated in future reports.

GROSS GAMING REVENUE

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

MONTH	2023		2024	% CHANGE
April	\$	1,159,587,987	\$ 1,240,055,980	6.9%
May	\$	1,288,836,997	\$ 1,320,454,280	2.5%
June	\$	1,246,020,144	\$ 1,286,686,313	3.3%
July	\$	1,403,811,560	\$ 1,306,786,985	-6.9%
August	\$	1,209,702,164	\$ 1,163,739,235	-3.8%
September	\$	1,270,415,924	\$ 1,312,902,449	3.3%
October	\$	1,314,955,517	\$ 1,286,209,663	-2.2%
November	\$	1,374,357,540	\$ 1,316,462,271	-4.2%
December	\$	1,432,458,569	\$ 1,461,092,482	2.0%
MONTH	2024		\$ 2,025	% CHANGE
January	\$	1,278,919,728	\$ 1,439,329,029	12.5%
February	\$	1,342,206,155	\$ 1,217,662,484	-9.3%
March	\$	1,290,587,600	\$ 1,276,250,170	-1.1%
TOTAL (Rolling 12 months)		\$15,611,859,885	\$ 15,627,631,341	0.1%

FIRST QUARTER 2025 AREA HIGHLIGHTS

LOCATION	2024		2025	% CHANGE
Clark County	\$	3,425,746,897	\$ 3,440,371,118	0.4%
Boulder Strip	\$	247,149,523	\$ 248,407,964	0.5%
Downtown	\$	238,123,200	\$ 241,250,797	1.3%
Laughlin	\$	135,971,725	\$ 134,415,363	-1.1%
Mesquite	\$	51,047,036	\$ 53,280,440	4.4%
Balance of County for Clark County	\$	478,806,565	\$ 477,450,511	-0.3%
Washoe County	\$	247,016,892	\$ 250,444,412	1.4%
Reno	\$	177,533,688	\$ 180,983,790	1.9%
Sparks	\$	42,215,689	\$ 41,979,580	-0.6%
North Lake Tahoe	\$	5,900,624	\$ 5,382,650	-8.8%
Balance of County for Washoe County	\$	21,366,890	\$ 22,098,391	3.4%
South Lake Tahoe	\$	55,425,724	\$ 54,657,689	-1.4%
Elko County	\$	99,199,113	\$ 101,019,754	1.8%
Wendover	\$	68,096,676	\$ 69,115,071	1.5%
Balance of County for Elko County	\$	31,102,437	\$ 31,904,682	2.6%
Carson Valley Area	\$	32,013,694	\$ 33,026,227	3.2%
Other	\$	52,311,163	\$ 53,722,483	2.7%
TOTAL (State)	\$	3,911,713,483	\$ 3,933,241,683	0.6%

CONVENTION ATTENDANCE

The number of attendees attending conventions in Nevada.

MONTH	2023	2024	% CHANGE
April	393,865	540,289	37.2%
May	473,650	495,795	4.7%
June	583,445	535,739	-8.2%
July	281,850	270,559	-4.0%
August	658,995	656,161	-0.4%
September	425,071	539,111	26.8%
October	654,800	572,485	-12.6%
November	608,473	558,113	-8.3%
December	205,035	289,472	41.2%
MONTH	2024	2025	% CHANGE
January	585,806	655,902	12.0%
February	778,058	633,446	-18.6%
March	509,857	558,214	9.5%
TOTAL (Rolling 12 months)	6,158,905	6,305,286	2.4%

FIRST QUARTER 2025 AREA HIGHLIGHTS

LOCATION	2024	2025	% CHANGE
Clark			
Las Vegas	1,806,400	1,778,100	-1.6%
Washoe	45,491	47,632	4.7%
Rural	21,830	21,830 *	0.0%
TOTAL (State)	1,873,721	1,847,562	-1.4%

* Insufficient submissions for rural convention attendance. Previous years estimate used. Data will be updated upon obtaining from local DMOs

AIRPORT VOLUME

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

MONTH	2023	2024	% CHANGE
April	5,202,647	5,256,805	1.0%
May	5,344,006	5,589,253	4.6%
June	5,316,912	5,515,419	3.7%
July	5,411,799	5,551,614	2.6%
August	5,077,128	5,342,291	5.2%
September	5,221,439	5,189,466	-0.6%
October	5,908,841	5,727,425	-3.1%
November	5,212,653	5,099,659	-2.2%
December	5,190,942	5,283,322	1.8%
MONTH	2024	2025	% CHANGE
January	4,708,693	4,741,145	0.7%
February	4,707,534	4,385,386	-6.8%
March	5,457,941	5,285,911	-3.2%
TOTAL (Rolling 12 months)	62,760,535	62,967,696	0.3%

FIRST QUARTER 2025 AREA HIGHLIGHTS

LOCATION	2024	2025	% CHANGE
Harry Reid Airport	13,728,819	13,220,382	-3.7%
Reno Tahoe Airport	1,097,003	1,141,836	4.1%
Laughlin Bullhead Airport	41,998	44,305	5.5%
Elko Airport	6,348	5,919	-6.8%
TOTAL (State)	14,874,168	14,412,442	-3.1%

VEHICLE TRAFFIC COUNTS

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

MONTH	2023	2024	% CHANGE
April	2,558,653	1,868,526	-27.0%
May	2,752,368	2,036,368	-26.0%
June	2,868,012	2,253,317	-21.4%
July	2,522,154	2,380,293	-5.6%
August	2,332,096	2,240,881	-3.9%
September	2,120,245	2,002,649	-5.5%
October	1,895,281	1,974,351	4.2%
November	1,756,355	1,762,533	0.4%
December	1,954,851	2,005,660	2.6%
MONTH	2024	2025	% CHANGE
January	1,718,744	1,897,370 *	10.4%
February	1,725,351	1,817,475 *	5.3%
March	1,910,767	2,018,319 *	5.6%
TOTAL (Rolling 12 months)	26,114,877	24,257,742	-7.1%

FIRST QUARTER 2025 AREA HIGHLIGHTS

LOCATION	2024	2025	% CHANGE
Primm/Jean	1,723,123	1,779,743 *	3.3%
Mesquite	1,265,170	1,261,169 *	-0.3%
Verdi	-	-	-
Wells	-	-	-
All other entry points	2,366,569	2,692,252 *	13.8%
TOTAL (State)	5,354,862	5,733,164	7.1%

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

* Data for Q1 2025 not obtained, current statistics indicate projected numbers from average of historical data, data will be updated in future reports.

PARK USAGE

The number of people visiting state and nearby national parks.

MONTH	2023	2024	% CHANGE
April	2,144,837	2,622,787	22.3%
May	2,447,061	3,251,753	32.9%
June	2,700,474	3,315,132	22.8%
July	2,823,508	3,373,701	19.5%
August	2,542,909	3,067,073	20.6%
September	2,491,527	2,969,936	19.2%
October	2,395,217	2,747,972	14.7%
November	1,530,240	1,821,971	19.1%
December	1,278,516	1,508,562	18.0%
MONTH	2024	2025	% CHANGE
January	1,180,098	1,235,957	4.7%
February	1,310,691	1,246,769	-4.9%
March	2,123,859	1,958,565	-7.8%
TOTAL (Rolling 12 months)	24,968,937	29,120,178	16.6%

FIRST QUARTER 2025 AREA HIGHLIGHTS

LOCATION	2024	2025	% CHANGE
Nevada State Parks	650,315	604,270	-7.1%
Great Basin Nat. Park	6,786	7,502	10.6%
Lake Mead Nat. Rec. Area	1,446,069	1,296,751	-10.3%
Hoover Dam Visitor Center	117,340	95,078	-19.0%
Grand Canyon Nat. Park	769,588	749,148	-2.7%
Zio Nat. Park	682,199	737,986	8.2%
Bryce Canyon Nat. Park	175,629	191,653	9.1%
Death Valley Nat. Park	370,803	387,605	4.5%
Yosemite Nat. Park	395,918	371,298	-6.2%
TOTAL (State)	4,614,647	4,441,291	-3.8%

