

# DISCOVER THE FACTS

A Quarterly Report Published by the Nevada Division of Tourism

**FIRST QUARTER 2025** 

# NEVADA COMMISSION ON TOURISM

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## **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.





































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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	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	\$ 2,639,554	-14.1%
December	\$ 2,334,042	\$ 2,544,826	9.0%
MONTH	2024	2025	% CHANGE
January	\$ 2,676,948	\$ 2,828,180	5.6%
February	\$ 3,156,796	\$ 2,471,204	-21.7%
March	\$ 2,721,192	\$ 2,728,019	0.3%
TOTAL (Rolling 12 months)	\$ 32,564,249	\$ 32,672,137	0.3%

## FIRST QUARTER 2025 AREA HIGHLIGHTS

LOCATION	2024	2025	% CHANGE
Clark County	\$ 7,969,229	\$ 7,292,839	-8.5%
Washoe County	\$ 337,450	\$ 476,865	41.3%
Douglas County	\$ 115,069	\$ 117,463	2.1%
Elko County	\$ 38,761	\$ 43,341	11.8%
Carson City	\$ 19,497	\$ 23,329	19.7%
All other counties	\$ 74,931	\$ 73,566	-1.8%
TOTAL (State)	\$ 8,554,936	\$ 8,027,403	-6.2%

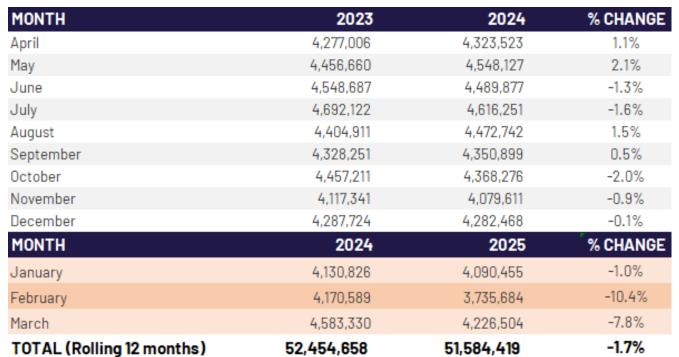
Note: The remaining portion of the state tax remains with the county in which it was collected



<sup>\*</sup>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.



## SECOND 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%	74.3%	-2.5
March	78.6%	77.2%	-1.4
TOTAL (Rolling 12 months)	77.8%	77.6%	-0.2

## 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%	38.4%	1.1
Washoe County	51.0%	54.7%	3.7
Carson City	42.7%	55.3%	12.7
All other counties	47.9%	50.2%	2.3
TOTAL (State)	75.6%	75.4%	-0.2

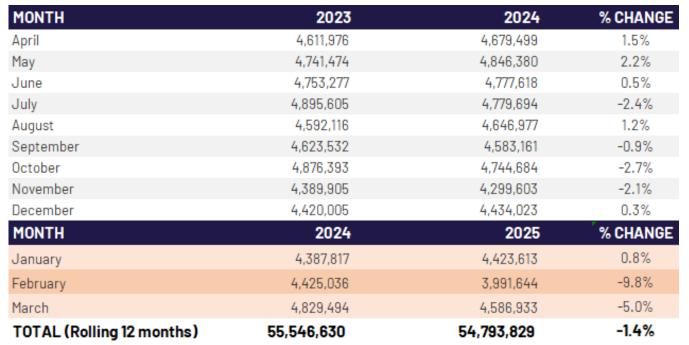
The occupancy levels of Las Vegas, Laughlin, Mesquite, Washoe County and Carson City are reported by their respective destination marketing organizations. The occupancy level of Lake Tahoe is reported by Douglas County. The occupancy level for "All Other Counties" is based on a survey sample of all other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





# **ROOM NIGHTS OCCUPIED**

The number of room nights occupied.



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	63,167	-15.4%
Washoe County	767,134	795,746	3.7%
Carson City	48,319	52,943	9.6%
All other counties	514,868	526,334	2.2%
TOTAL (State)	13,642,347	13,002,190	-4.7%







# **ROOM INVENTORY**

November

December

The number of hotel/motel rooms in Nevada.



192,225

192,443

192,313

-0.2%

-1.4%

-2.3%

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MONTH	2024	2025	% CHANGE
January	197,875	191,458	-3.2%
February	198,817	191,989	-3.4%
March	198,262	191,649	-3.3%
TOTAL (Rolling 12 months)	198.262	191.649	-3.3%

192,626

195,248

196,778

## FIRST OUARTER 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	1,506	-27.8%
Washoe County	16,533	16,243	-1.8%
Carson City	1,250	1,037	-17.0%
All other counties	11,817	11,653	-1.4%
TOTAL (State)	198,262	191,649	-3.3%

Room Inventory counts for the quarter represent the number of hotel/motel room available for daily rent as of March 31, 2025





<sup>\*</sup>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

<sup>\*\*</sup>Room inventory for Las Vegas reflect the weighted average of daily room tallies of open properties in March 2025



# **GROSS GAMING REVENUE**



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

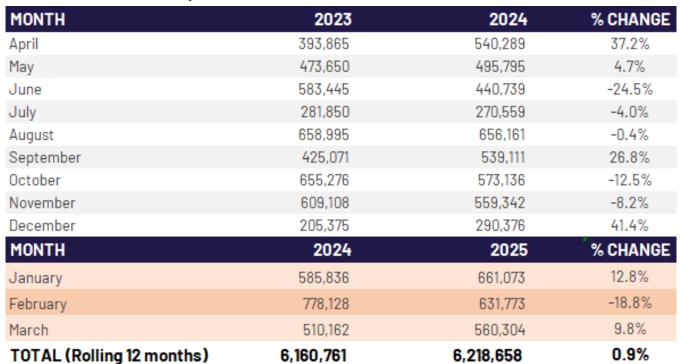
MONTH	2023	2024	% CHANGE
April	\$ 1,159,587,987	\$ 1,240,055,979	6.9%
May	\$ 1,288,836,996	\$ 1,320,454,281	2.5%
June	\$ 1,246,020,144	\$ 1,286,954,701	3.3%
July	\$ 1,403,811,560	\$ 1,306,841,233	-6.9%
August	\$ 1,209,702,164	\$ 1,164,045,258	-3.8%
September	\$ 1,270,415,924	\$ 1,312,802,449	3.3%
October	\$ 1,314,955,517	\$ 1,286,209,664	-2.2%
November	\$ 1,374,357,540	\$ 1,316,462,271	-4.2%
December	\$ 1,432,458,568	\$ 1,461,092,483	2.0%
MONTH	2024	2025	% CHANGE
January	\$ 1,278,919,728	\$ 1,439,329,029	12.5%
February	\$ 1,342,206,155	\$ 1,217,662,484	-9.3%
March	\$ 1,290,587,598	\$ 1,276,250,170	-1.1%
TOTAL (Rolling 12 months)	\$15,611,859,881	\$ 15,628,160,002	0.1%

LOCATION	2024	2025	% CHANGE
Clark County	\$ 3,425,746,897	\$ 3,440,371,118	0.4%
Las Vegas Strip	\$ 2,202,560,568	\$ 2,212,080,983	0.4%
Downtown	\$ 238,123,200	\$ 241,250,797	1.3%
North Las Vegas	\$ 72,088,280	\$ 73,485,059	1.9%
Laughlin	\$ 135,971,725	\$ 134,415,363	-1.1%
BoulderStrip	\$ 247,149,523	\$ 248,407,964	0.5%
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.



LOCATION	2024	2025	% CHANGE
Clark			
Las Vegas	1,806,400	1,778,100	-1.6%
Washoe	45,491	47,632	4.7%
Rural	22,235	27,418	23.3%
TOTAL (State)	1,874,126	1,853,150	-1.1%







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# **AIRPORT VOLUME**



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

MONTH	2023	2024	% CHANGE
April	5,185,885	5,256,805	1.4%
May	5,333,480	5,589,253	4.8%
June	5,305,976	5,515,419	3.9%
July	5,401,365	5,551,611	2.8%
August	5,067,412	5,342,651	5.4%
September	5,211,549	5,189,466	-0.4%
October	5,893,960	5,727,425	-2.8%
November	5,197,537	5,099,659	-1.9%
December	5,185,218	5,283,322	1.9%
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)	62,656,550	62,968,053	0.5%

## 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%

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



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# **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	2,063,782	5.6%
MONTH	2024	2025	% CHANGE
January	1,718,744	2,015,171	17.2%
February	1,725,351	1,816,661	5.3%
March	1,910,767	2,080,474	8.9%
TOTAL (Rolling 12 months)	26,114,877	24,495,006	-6.2%

## FIRST QUARTER 2025 AREA HIGHLIGHTS

LOCATION	2024	2025	% CHANGE
Primm/Jean	1,723,123	1,744,575	1.2%
Mesquite	1,265,170	1,302,805	3.0%
Verdi	-	-	-
Wells	-	-	-
All other entry points	2,366,569	2,864,926	21.1%
TOTAL (State)	5,354,862	5,912,306	10.4%

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

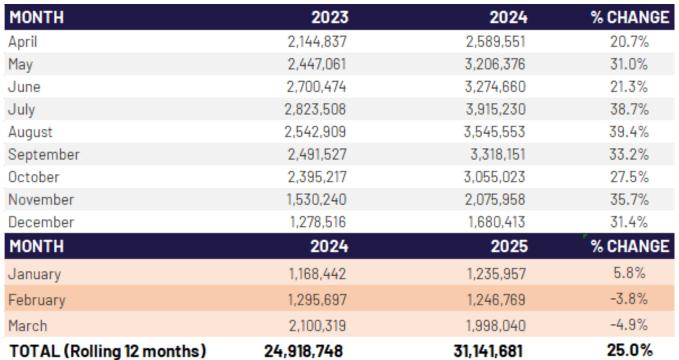


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<sup>\*</sup>Due to equipment failure or road construction at various entry points, respective traffic totals for individual months may not contain any data

# **PARK USAGE**





LOCATION	2024	2025	% CHANGE
Nevada State Parks	600,126	604,270	0.7%
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	410,773	3.8%
TOTAL (State)	4,564,458	4,480,766	-1.8%









