



DISCOVER THE FACTS

A Quarterly Report Published by the Nevada Division of Tourism

FIRST QUARTER 2025

NEVADA DIVISION OF TOURISM

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.



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

*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	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%

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.

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	4,779,694	-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	4,423,613	0.8%
February	4,425,036	3,991,644	-9.8%
March	4,829,494	4,586,933	-5.0%
TOTAL (Rolling 12 months)	55,546,630	54,793,829	-1.4%

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	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

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	192,278	-0.5%
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	191,458	-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%

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	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

*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

**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%

FIRST QUARTER 2025 AREA HIGHLIGHTS

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%
Boulder Strip	\$	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.

MONTH	2023	2024	% CHANGE
April	393,865	540,289	37.2%
May	473,650	495,795	4.7%
June	583,445	440,739	-24.5%
July	281,850	270,559	-4.0%
August	658,995	656,161	-0.4%
September	425,071	539,111	26.8%
October	655,276	573,136	-12.5%
November	609,108	559,342	-8.2%
December	205,375	290,376	41.4%
MONTH	2024	2025	% CHANGE
January	585,836	661,073	12.8%
February	778,128	631,773	-18.8%
March	510,162	560,304	9.8%
TOTAL (Rolling 12 months)	6,160,761	6,218,658	0.9%

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	22,235	27,418	23.3%
TOTAL (State)	1,874,126	1,853,150	-1.1%

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

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.

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

PARK USAGE

The number of people visiting state and nearby national parks.

MONTH	2023	2024	% CHANGE
April	2,144,837	2,589,551	20.7%
May	2,447,061	3,206,376	31.0%
June	2,700,474	3,274,660	21.3%
July	2,823,508	3,915,230	38.7%
August	2,542,909	3,545,553	39.4%
September	2,491,527	3,318,151	33.2%
October	2,395,217	3,055,023	27.5%
November	1,530,240	2,075,958	35.7%
December	1,278,516	1,680,413	31.4%
MONTH	2024	2025	% CHANGE
January	1,168,442	1,235,957	5.8%
February	1,295,697	1,246,769	-3.8%
March	2,100,319	1,998,040	-4.9%
TOTAL (Rolling 12 months)	24,918,748	31,141,681	25.0%

FIRST QUARTER 2025 AREA HIGHLIGHTS

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%

