



DISCOVER THE FACTS

A Quarterly Report Published by the Nevada Division of Tourism

SECOND QUARTER 2025

NEVADA DIVISION OF TOURISM

NEVADA COMMISSION ON TOURISM

GOVERNOR

Joe Lombardo

LT. GOVERNOR • CHAIR

Stavros Anthony

COMMISSIONERS

Represents the Commission as of June 30, 2025

Rick Murdock, Vice Chair

Fletch Brunelle

Jill Lagan

Herb Santos, Jr.

Shelly Capurro

Mike Larragueta

Mendy Elliott

Jane Moon

Annette Kerr

Judith Perez Siegel

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
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%
April	\$	2,737,626	\$ 2,820,808	3.0%
May	\$	2,983,286	\$ 2,842,894	-4.7%
June	\$	2,411,271	\$ 2,257,383	-6.4%
TOTAL (Rolling 12 months)	\$	33,109,781	\$ 32,461,039	-2.0%

SECOND QUARTER 2025 AREA HIGHLIGHTS

LOCATION	2024		2025	% CHANGE
Clark County	\$	7,594,095	\$ 7,225,791	-4.8%
Washoe County	\$	284,819	\$ 453,810	59.3%
Douglas County	\$	84,843	\$ 75,188	-11.4%
Elko County	\$	53,186	\$ 52,366	-1.5%
Carson City	\$	19,655	\$ 19,677	0.1%
All other counties	\$	95,584	\$ 94,253	-1.4%
TOTAL (State)	\$	8,132,183	\$ 7,921,085	-2.6%

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 the month of June 2025 reflect preliminary data. Final data for fiscal year 2025 will be updated when obtained.

VISITOR VOLUME

The number of visitors to Nevada.

MONTH	2023	2024	% CHANGE
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	4,185,455	1.3%
February	4,170,589	3,735,684	-10.4%
March	4,583,330	4,226,504	-7.8%
April	4,323,523	4,114,935	-4.8%
May	4,548,127	4,280,055	-5.9%
June	4,489,877	4,070,590	-9.3%
TOTAL (Rolling 12 months)	52,533,834	50,783,471	-3.3%

SECOND QUARTER 2025 AREA HIGHLIGHTS

LOCATION	2024	2025	% CHANGE
Clark County	11,251,300	10,455,400	-7.1%
Las Vegas	10,661,300	9,849,400	-7.6%
Laughlin	356,000	383,000	7.6%
Mesquite	234,000	223,000	-4.7%
Washoe County	990,894	994,513	0.4%
All other counties	1,119,333	1,015,667	-9.3%
TOTAL (State)	13,361,527	12,465,580	-6.7%

OCCUPANCY LEVEL

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

MONTH	2023	2024	NET CHANGE
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)
April	79.4%	78.8%	(0.6)
May	79.9%	77.6%	(2.3)
June	80.3%	74.9%	(5.4)
TOTAL (Rolling 12 months)	77.7%	76.9%	(0.8)

SECOND QUARTER 2025 AREA HIGHLIGHTS

LOCATION	2024	2025	NET CHANGE
Clark County	83.8%	80.4%	(3.4)
Las Vegas	85.6%	82.1%	(3.5)
Laughlin	53.6%	52.6%	(1.0)
Mesquite	81.2%	73.0%	(8.2)
Lake Tahoe	39.4%	31.9%	(7.5)
Washoe County	62.4%	63.2%	0.8
Carson City	58.2%	66.5%	8.3
All other counties	60.1%	60.3%	0.1
TOTAL (State)	79.9%	77.1%	(2.7)

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
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%
April	4,679,499	4,543,224	-2.9%
May	4,846,380	4,627,134	-4.5%
June	4,777,618	4,332,201	-9.3%
TOTAL (Rolling 12 months)	55,743,400	53,992,891	-3.1%

SECOND QUARTER 2025 AREA HIGHLIGHTS

LOCATION	2024	2025	% CHANGE
Clark County	12,556,500	11,795,900	-6.1%
Las Vegas	12,007,300	11,256,900	-6.2%
Laughlin	428,500	423,900	-1.1%
Mesquite	120,700	115,100	-4.6%
Lake Tahoe	94,229	58,059	-38.4%
Washoe County	938,902	942,842	0.4%
Carson City	67,049	66,792	-0.4%
All other counties	646,817	638,966	-1.2%
TOTAL (State)	14,303,497	13,502,559	-5.6%

*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

**Data for June 2024 in Lake Tahoe over-reported room nights occupied for the month. Data will be updated when obtained.

ROOM INVENTORY

The number of hotel/motel rooms in Nevada.

MONTH	2023	2024	% CHANGE
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%
April	196,571	192,193	-2.2%
May	195,694	192,296	-1.7%
June	198,286	192,739	-2.8%
TOTAL (Rolling 12 months)	198,286	192,739	-2.8%

SECOND QUARTER 2025 AREA HIGHLIGHTS

LOCATION	2024	2025	% CHANGE
Clark County	164,182	160,894	-2.0%
Las Vegas	153,719	150,220	-2.3%
Laughlin	8,864	8,864	0.0%
Mesquite	1,599	1,810	13.2%
Lake Tahoe	4,041	2,161	-46.5%
Washoe County	16,975	16,809	-1.0%
Carson City	1,272	1,222	-3.9%
All other counties	11,817	11,653	-1.4%
TOTAL (State)	198,286	192,739	-2.8%

Room Inventory counts for the quarter represent the number of hotel/motel room available for daily rent as of June 30, 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 June 2025

**Data for June 2024 in Lake Tahoe over-reported room inventory for the month. Data will be updated when obtained.

GROSS GAMING REVENUE

Statewide gaming revenue (win)

MONTH	2023		2024	% CHANGE
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%
April	\$	1,240,055,979	\$ 1,234,211,280	-0.5%
May	\$	1,320,454,281	\$ 1,291,726,422	-2.2%
June	\$	1,286,954,701	\$ 1,332,354,924	3.5%
TOTAL (Rolling 12 months)	\$	15,764,879,715	\$ 15,638,987,667	-0.8%

SECOND QUARTER 2025 AREA HIGHLIGHTS

LOCATION	2024		2025	% CHANGE
Clark County	\$	3,346,824,360	\$ 3,345,845,469	0.0%
Las Vegas Strip	\$	2,167,164,104	\$ 2,125,928,522	-1.9%
Downtown	\$	223,853,211	\$ 223,140,757	-0.3%
North Las Vegas	\$	71,433,442	\$ 75,148,935	5.2%
Laughlin	\$	117,945,180	\$ 123,387,438	4.6%
Boulder Strip	\$	241,243,802	\$ 255,035,773	5.7%
Mesquite	\$	46,951,166	\$ 49,980,160	6.5%
Balance of County for Clark County	\$	478,233,457	\$ 493,223,884	3.1%
Washoe County	\$	260,584,025	\$ 268,421,571	3.0%
Reno	\$	188,802,327	\$ 196,007,169	3.8%
Sparks	\$	42,839,893	\$ 43,563,968	1.7%
North Lake Tahoe	\$	5,815,113	\$ 5,543,134	-4.7%
Balance of County for Washoe Count	\$	23,126,692	\$ 23,307,300	0.8%
South Lake Tahoe	\$	54,922,400	\$ 49,933,018	-9.1%
Elko County	\$	97,607,420	\$ 101,947,974	4.4%
Wendover	\$	65,148,520	\$ 68,469,260	5.1%
Balance of County for Elko County	\$	32,458,901	\$ 33,478,715	3.1%
Carson Valley Area	\$	34,165,698	\$ 35,694,010	4.5%
Other	\$	53,361,059	\$ 56,450,586	5.8%
TOTAL (State)	\$	3,847,464,962	\$ 3,858,292,628	0.3%

CONVENTION ATTENDANCE

The number of attendees attending conventions in Nevada.

MONTH	2023	2024	% CHANGE
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%
April	540,289	604,501	11.9%
May	495,795	551,742	11.3%
June	440,739	400,268	-9.2%
TOTAL (Rolling 12 months]	6,186,624	6,298,346	1.8%

SECOND QUARTER 2025 AREA HIGHLIGHTS

LOCATION	2024	2025	% CHANGE
Clark County			
Las Vegas	1,384,700	1,459,400	5.4%
Washoe County	74,908	80,543	7.5%
All other counties	17,215	16,568	-3.8%
TOTAL (State)	1,476,823	1,556,511	5.4%

AIRPORT VOLUME

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

MONTH	2023	2024	% CHANGE
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%
April	5,256,805	5,104,296	-2.9%
May	5,589,253	5,394,545	-3.5%
June	5,515,419	5,191,899	-5.9%
TOTAL (Rolling 12 months)	63,192,686	62,297,316	-1.4%

SECOND QUARTER 2025 AREA HIGHLIGHTS

LOCATION	2024	2025	% CHANGE
Harry Reid Int.	15,118,883	14,432,373	-4.5%
Reno/Tahoe Int.	1,208,289	1,214,600	0.5%
Laughlin/Bullhead Int.	27,557	36,198	31.4%
Elko Airport	6,748	7,569	12.2%
TOTAL (State)	16,361,477	15,690,740	-4.1%

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
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%
April	1,868,526	2,134,080	14.2%
May	2,036,368	2,002,601	-1.7%
June	2,253,317	1,905,718	-15.4%
TOTAL (Rolling 12 months)	24,094,055	24,379,194	1.2%

SECOND QUARTER 2025 AREA HIGHLIGHTS

LOCATION	2024	2025	% CHANGE
Primm/Jean	1,778,846	2,059,967	15.8%
Mesquite	1,452,292	1,498,575	3.2%
Verdi	-	-	-
Wells	-	-	-
All other entry points	2,927,073	2,483,857	-15.1%
TOTAL (State)	6,158,211	6,042,399	-1.9%

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
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%
April	2,589,551	2,660,162	2.7%
May	3,206,376	3,088,105	-3.7%
June	3,274,660	3,178,665	-2.9%
TOTAL (Rolling 12 months)	26,696,964	30,998,025	16.1%

SECOND QUARTER 2025 AREA HIGHLIGHTS

LOCATION	2024	2025	% CHANGE
Nevada State Parks	1,209,466	1,267,853	4.8%
Great Basin Nat. Park	48,528	51,996	7.1%
Lake Mead Nat. Rec. Area	1,991,393	1,798,078	-9.7%
Hoover Dam Visitor Center	125,171	119,919	-4.2%
Grand Canyon Nat. Park	1,520,207	1,424,758	-6.3%
Zio Nat. Park	1,676,627	1,712,860	2.2%
Bryce Canyon Nat. Park	914,539	906,639	-0.9%
Death Valley Nat. Park	374,565	327,437	-12.6%
Yosemite Nat. Park	1,210,091	1,317,392	8.9%
TOTAL (State)	9,070,587	8,926,932	-1.6%

