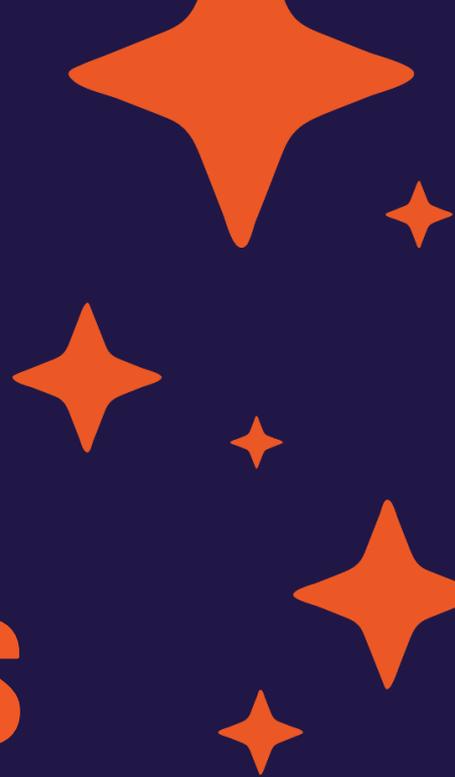




# UPDATE ON NEVADA TOURISM STATISTICS



# AGENDA



Annual  
Visitation Trends



2024 Visitation  
Update



International  
Visitation



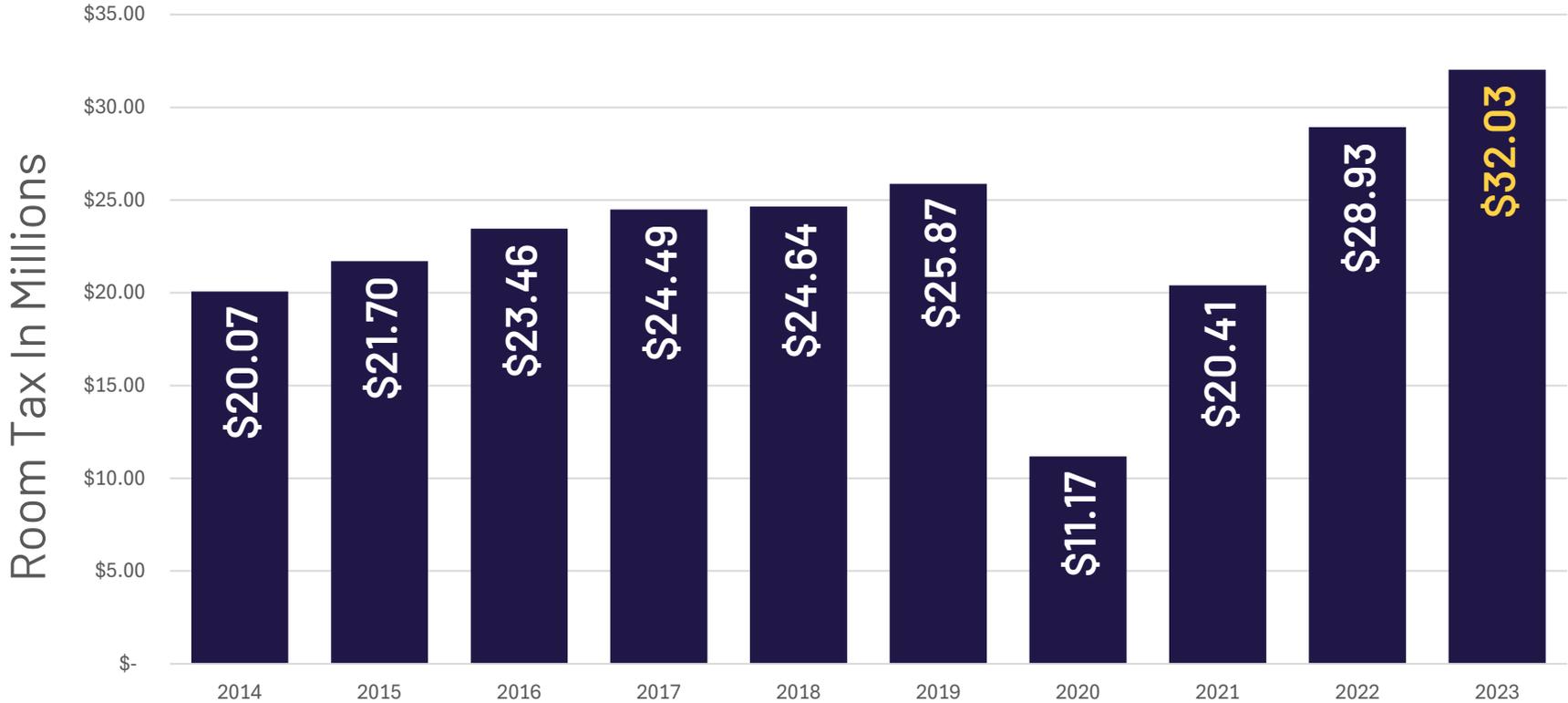
Domestic  
Market Update



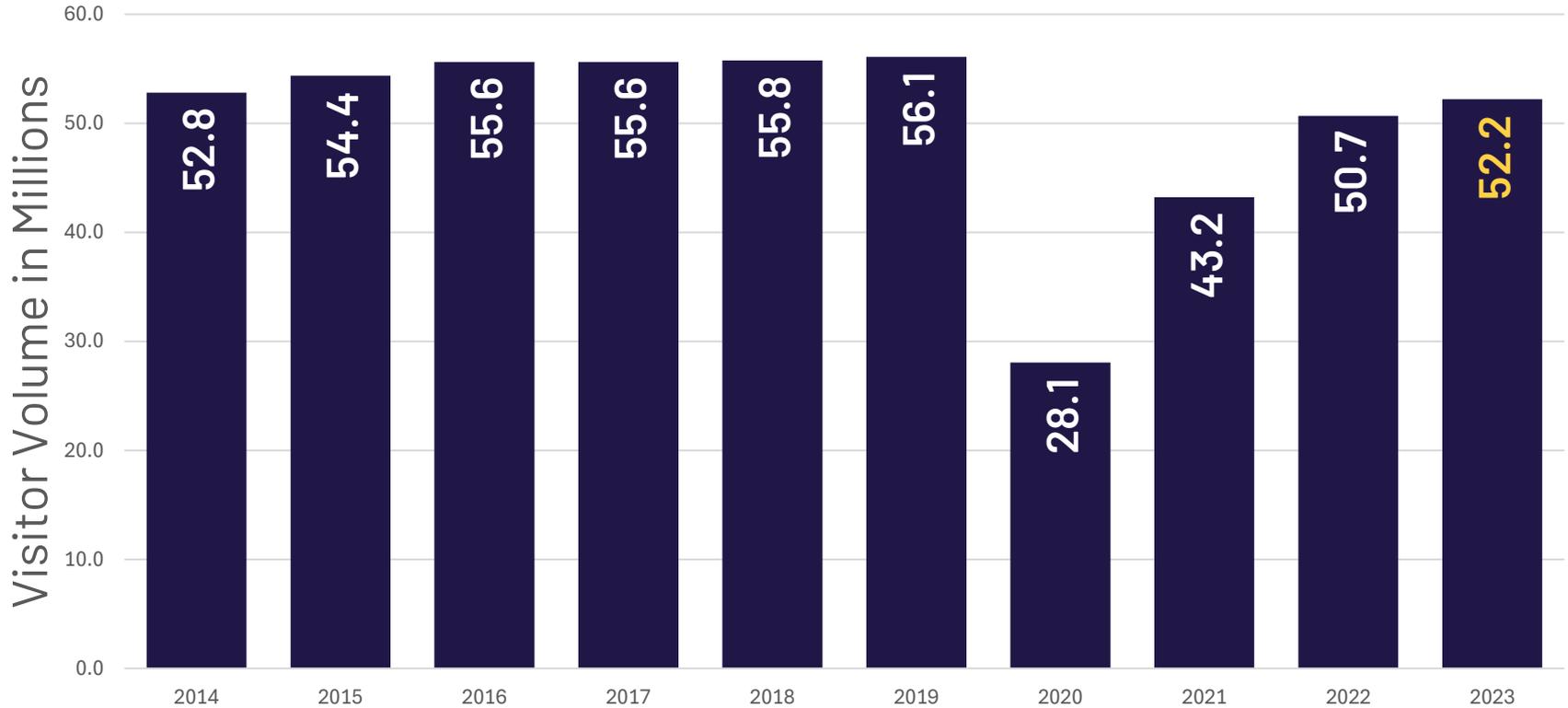
Brief Industry  
Update

# ANNUAL VISITATION TRENDS

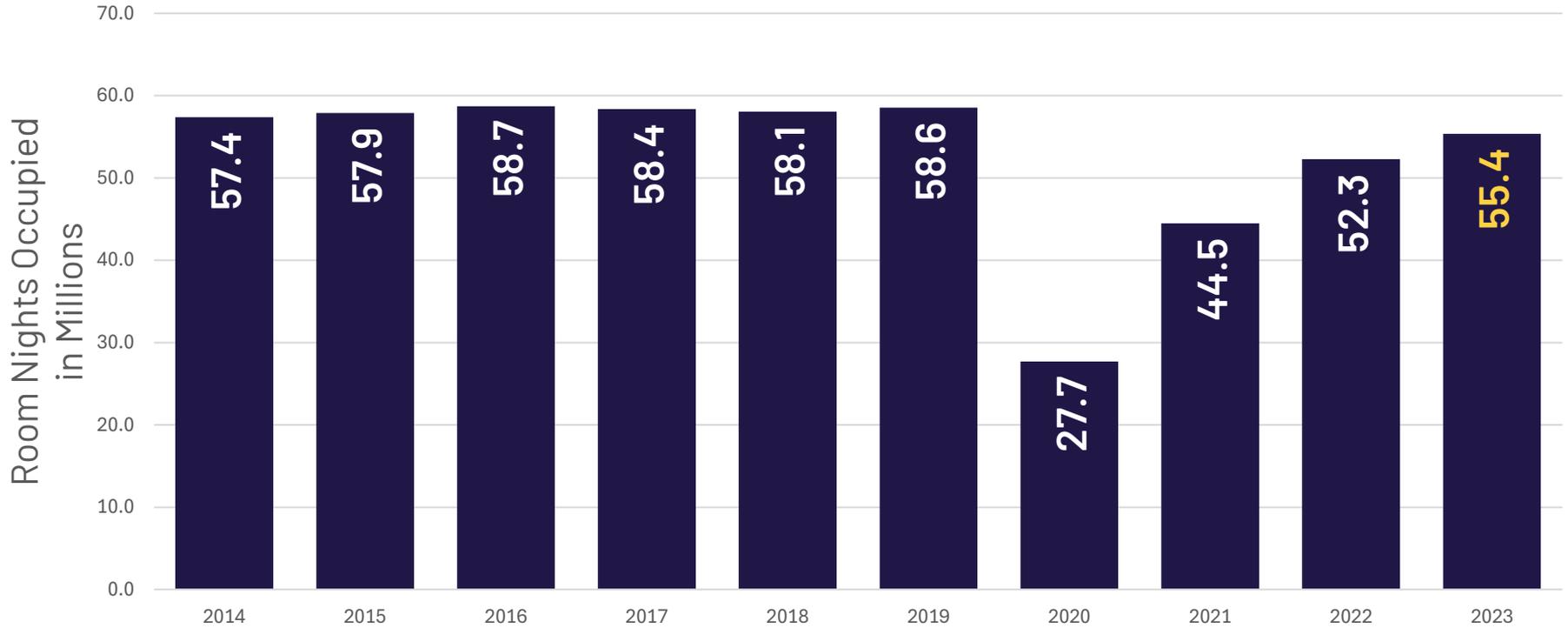
# ROOM TAX COLLECTIONS



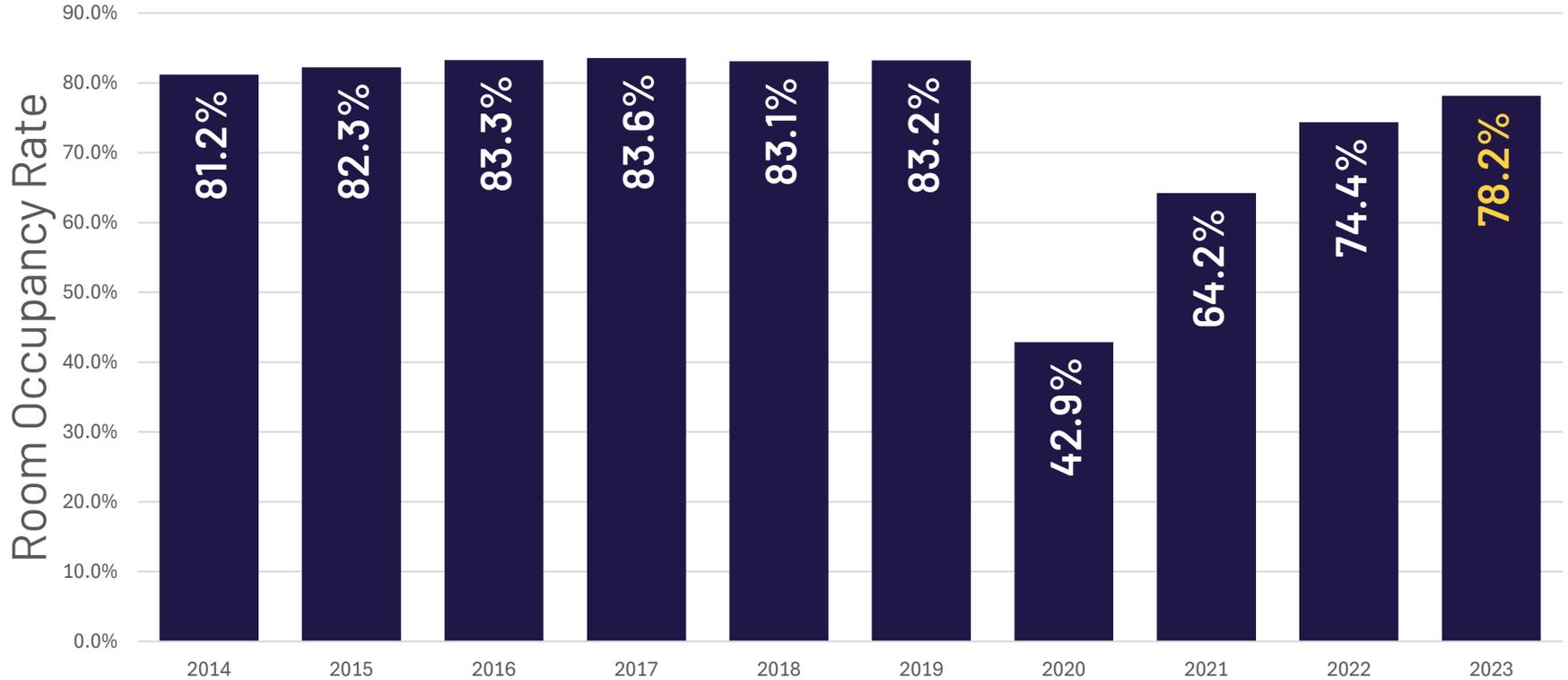
# VISITOR VOLUME



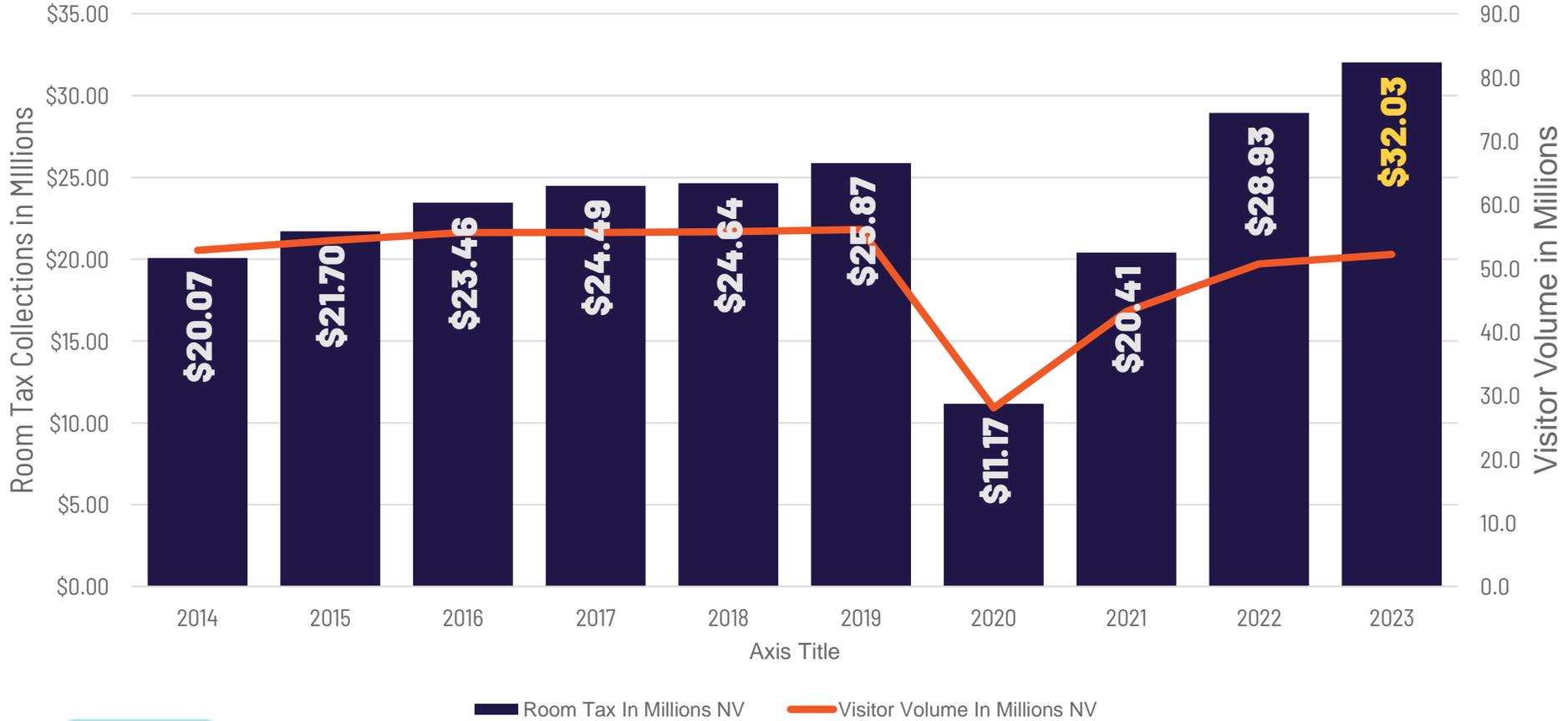
# ROOM NIGHTS OCCUPIED



# OCCUPANCY RATE



# Visitor Volume Compared to Room Tax Collections



# Average Daily Room Rates



# 2023 COMPARISONS

## 2023 vs 2022

Room Tax	+10.7%	↑
Visitor Volume	+3.0%	↑
Occupancy Rate	+5.1%	↑
Room Nights Occupied	+5.9%	↑
Room Inventory	+2.1%	↑
Gaming Rev	+4.6%	↑
Convention Att.	+21.0%	↑
ADR	+10.8%	↑
Airport Volume	+9.2%	↑

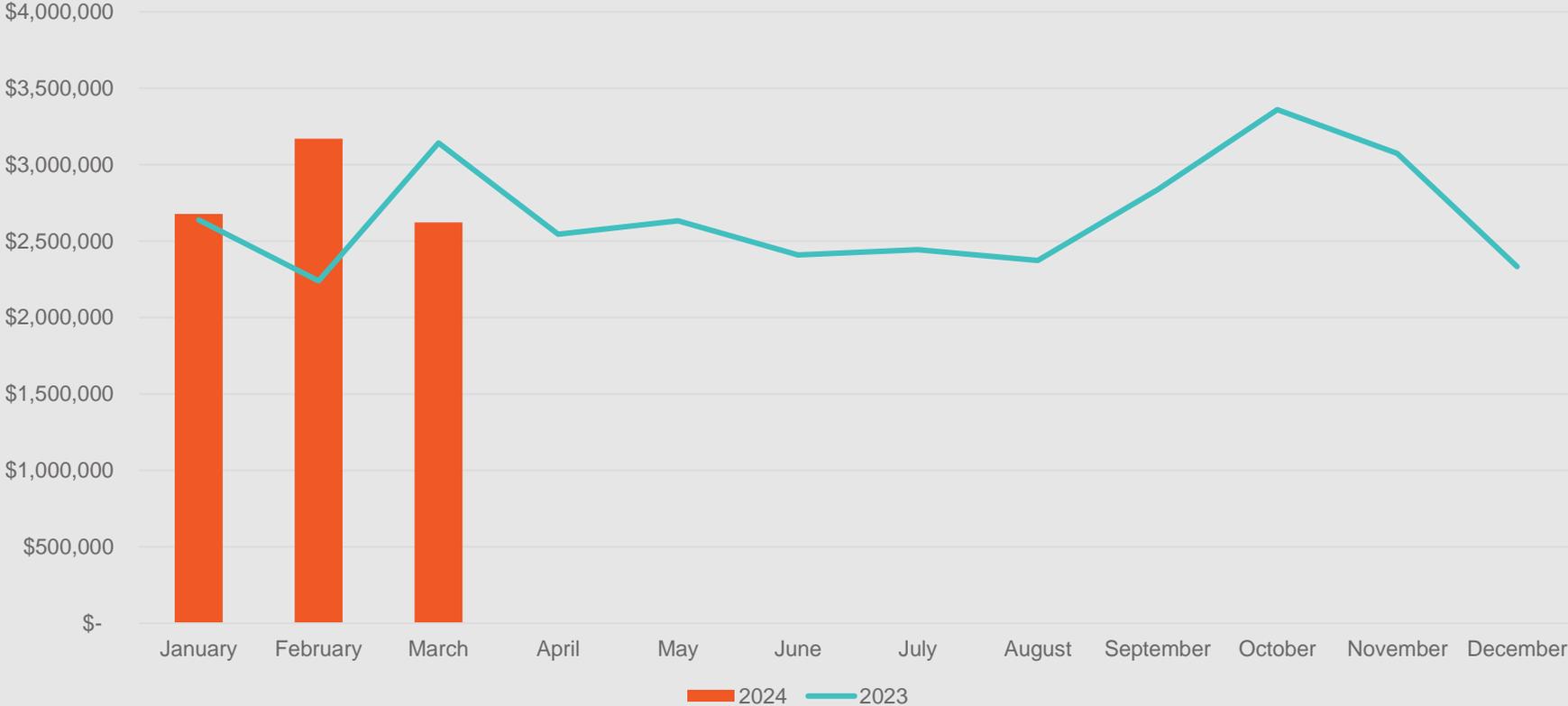
## 2023 vs Pre-pandemic

Room Tax	+23.8%	↑
Visitor Volume	-6.9%	↓
Occupancy Rate	-6.1%	↓
Room Nights Occupied	-5.5%	↓
Room Inventory	+1.7%	↑
Gaming Rev	+18.6%	↑
Convention Att.	-10.3%	↓
ADR	+50.9%	↑
Airport Volume	+10.6%	↑

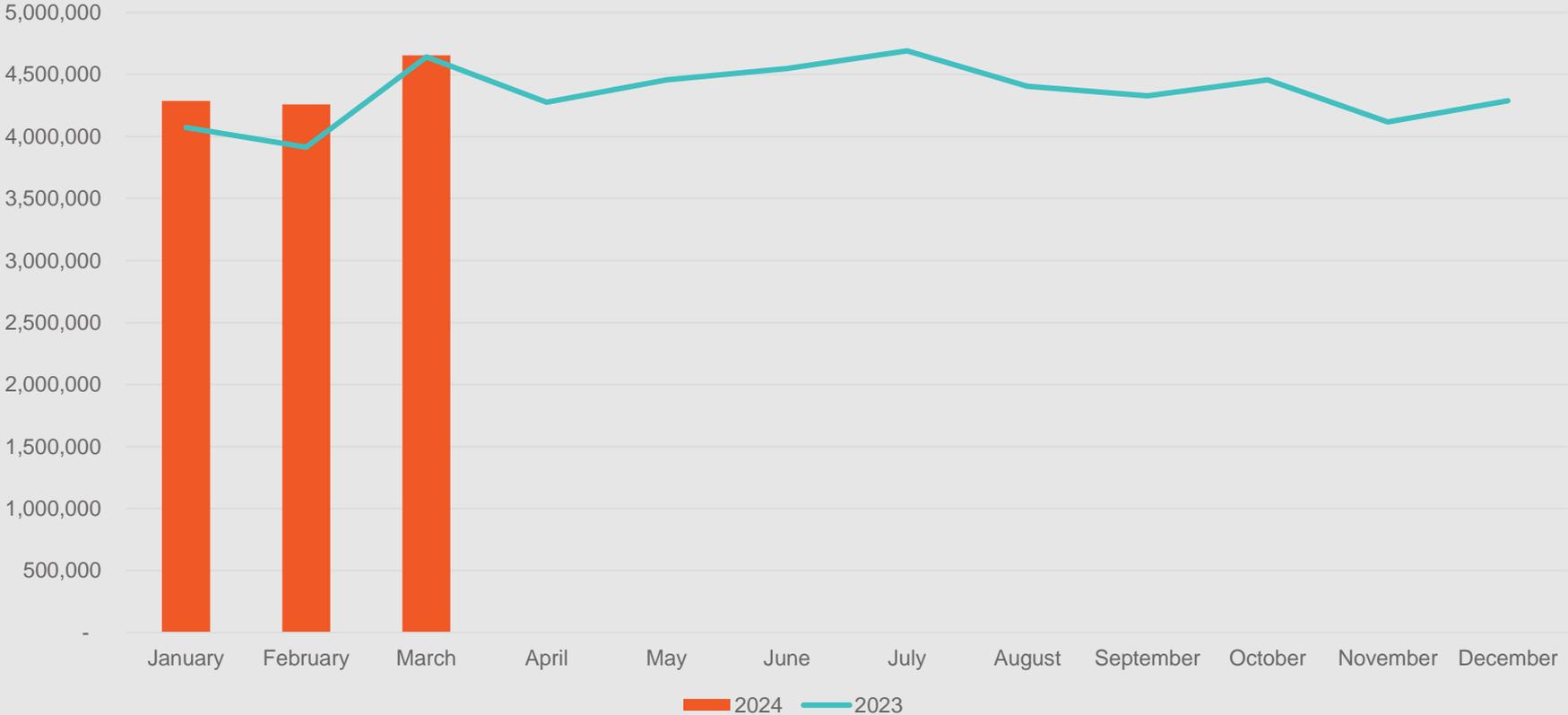
# 2024 VISITATION UPDATE



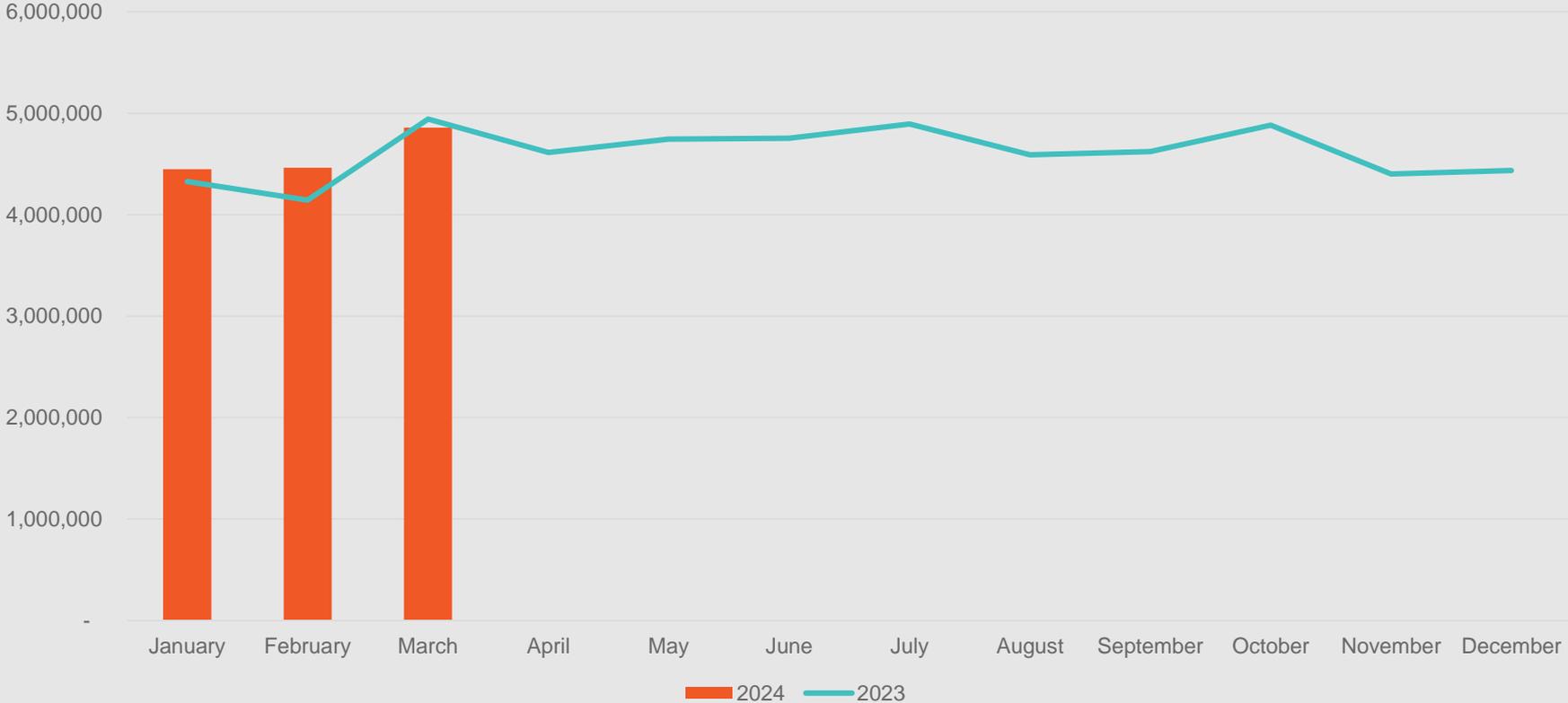
# Room Tax Collections



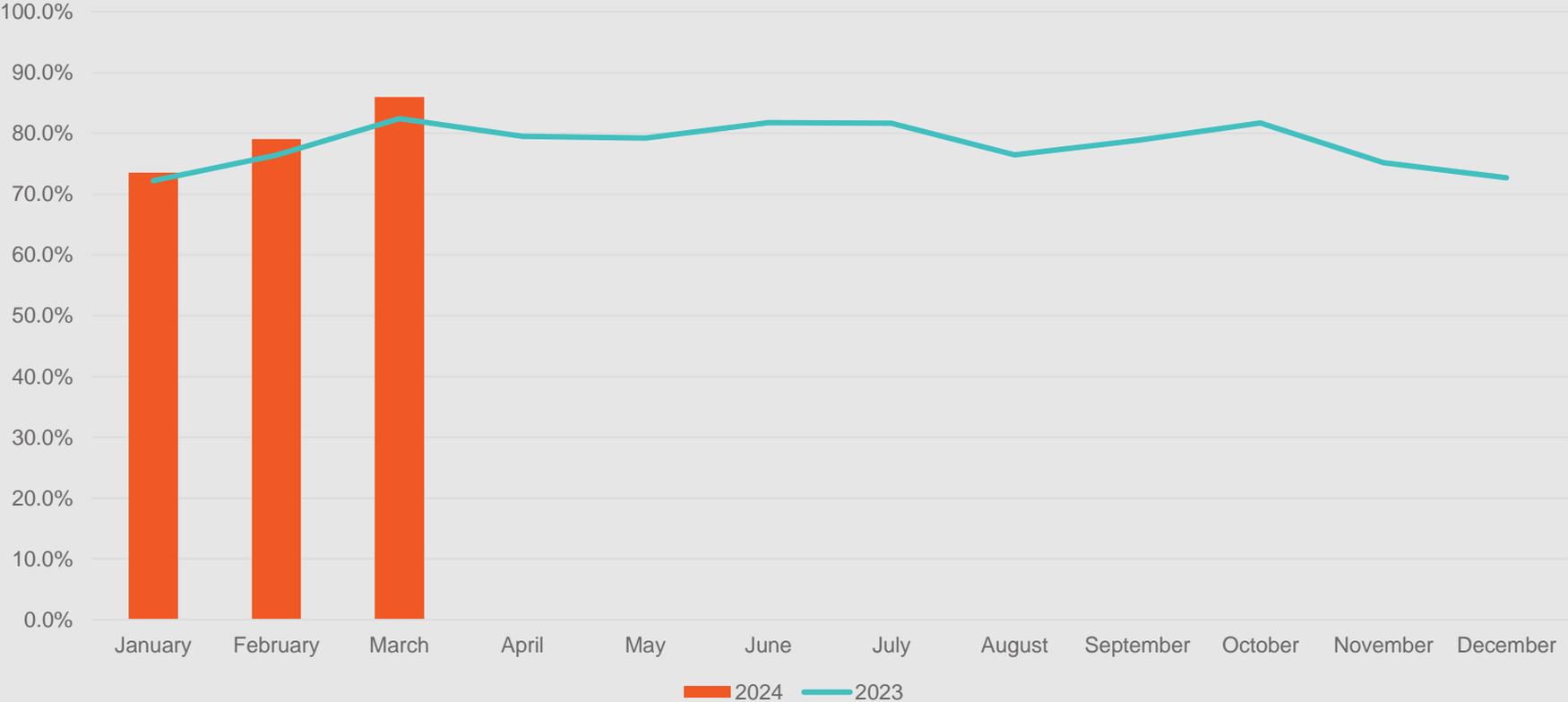
# Visitor Volume



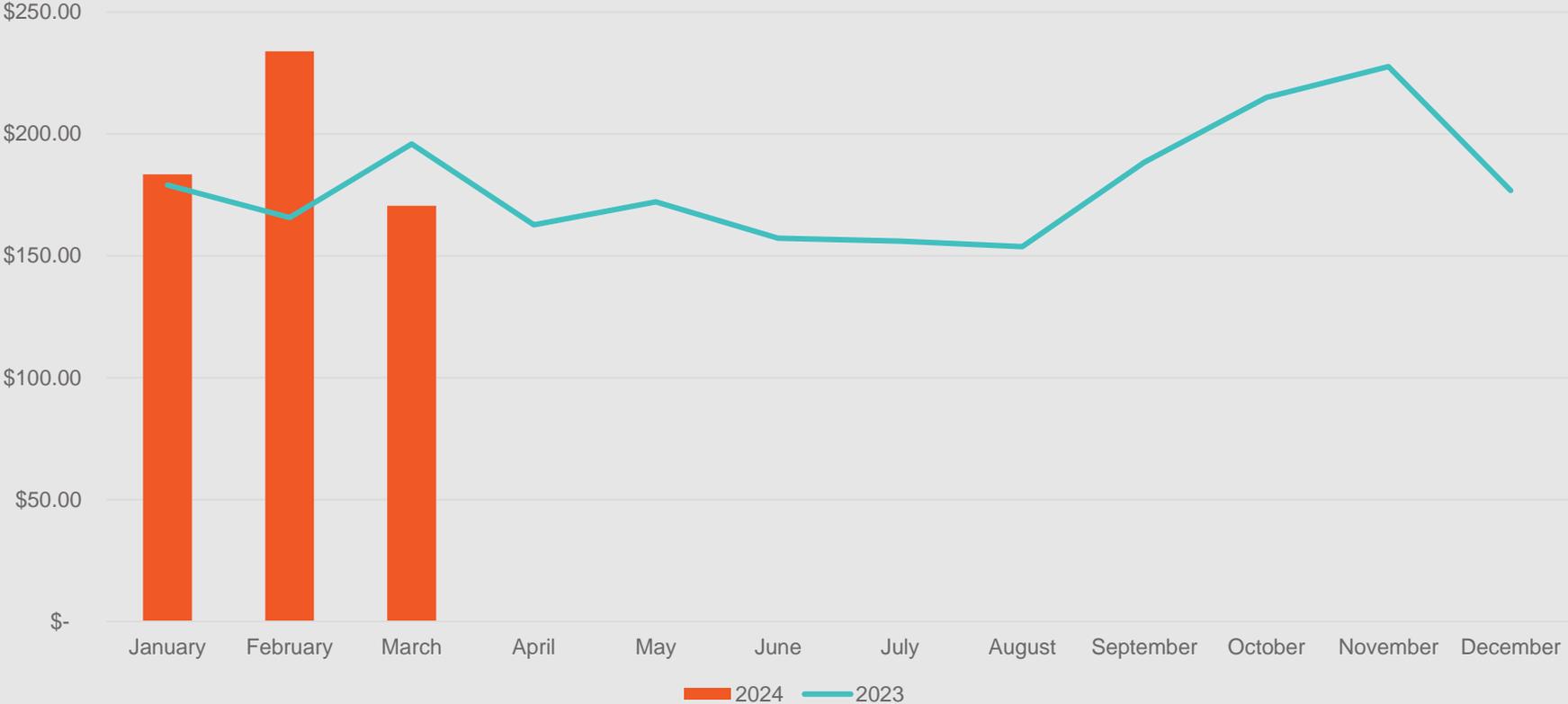
# Room Nights Occupied



# Occupancy Rate



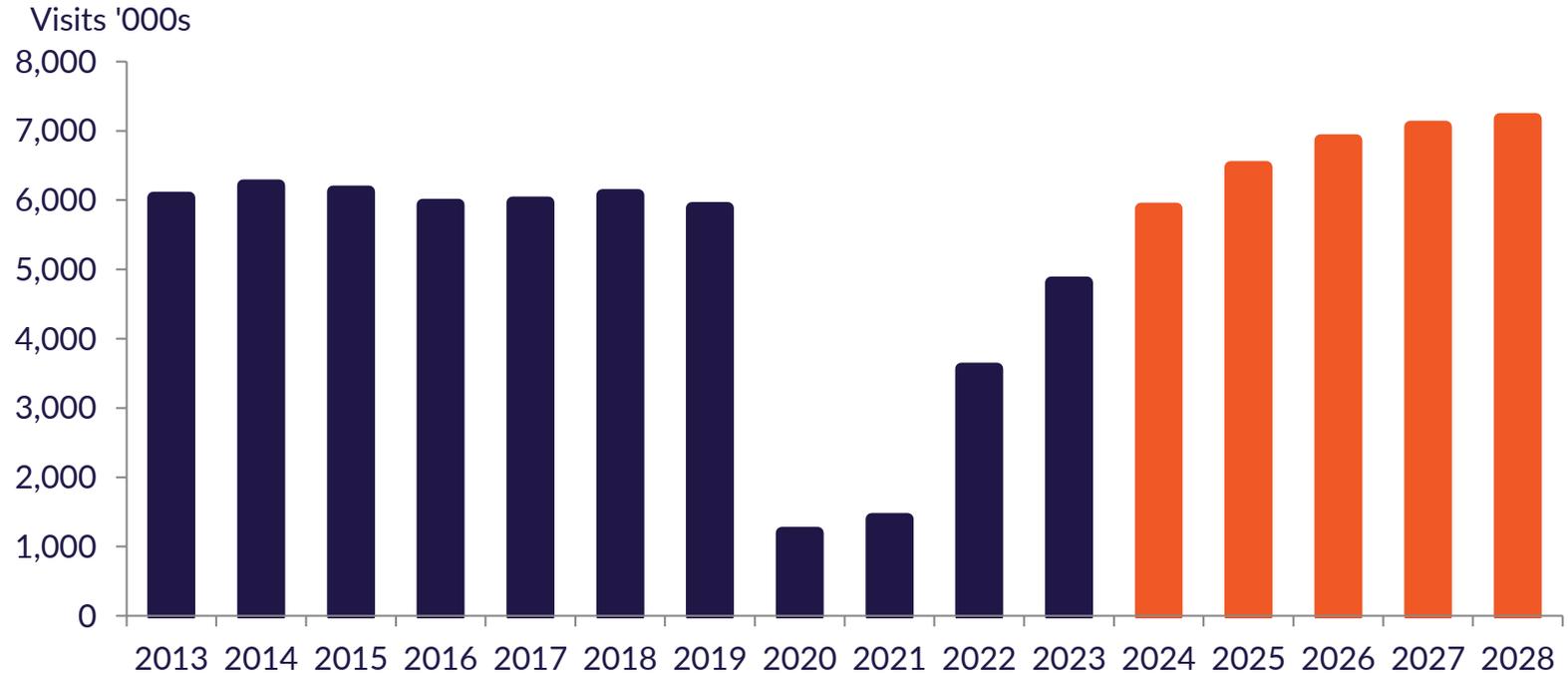
# Average Daily Rate (ADR)



# INTERNATIONAL VISITATION



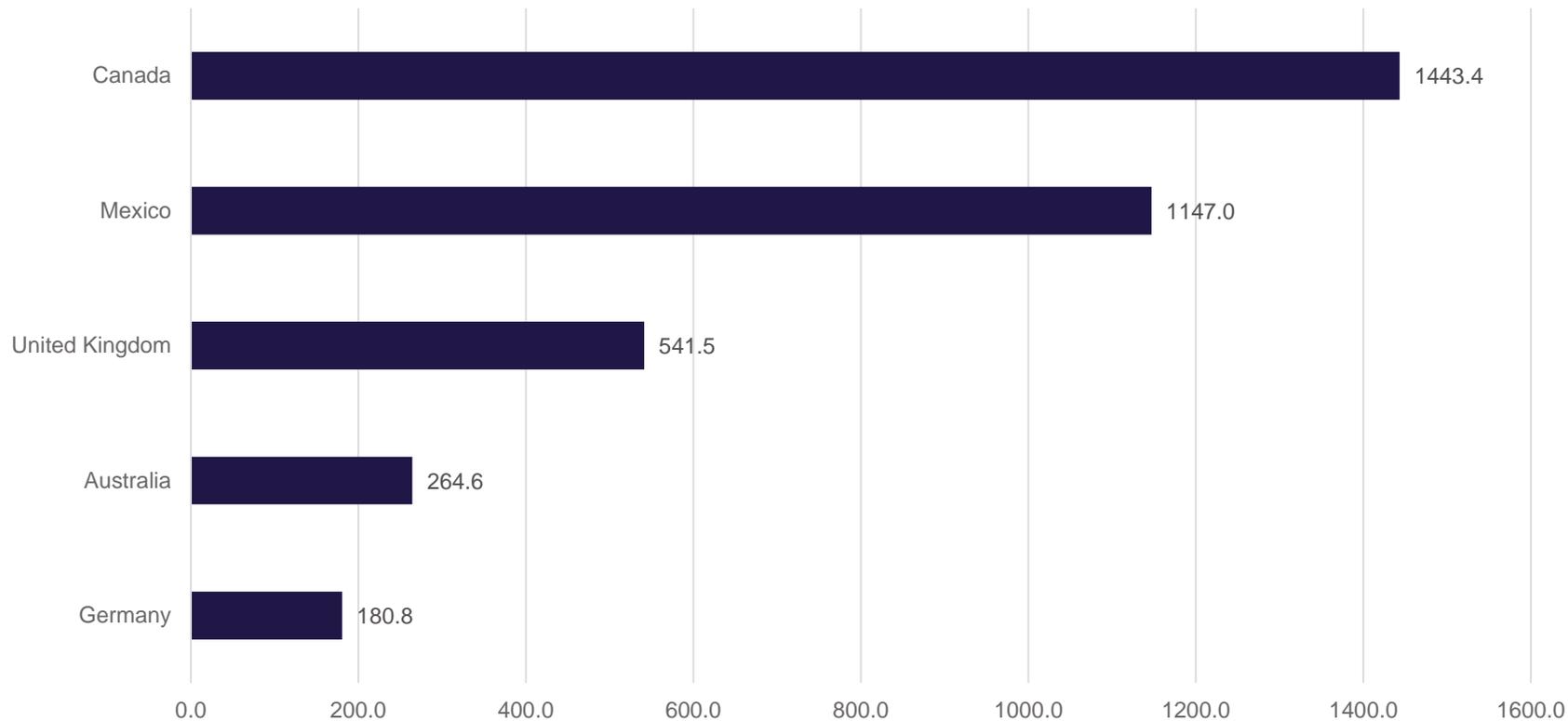
# VISITS FROM TOTAL INTERNATIONAL TO NEVADA



Source: Tourism Economics



# VISITS FROM TOP 5 MARKETS OF ORIGIN FOR NEVADA – 2023 (thousands)

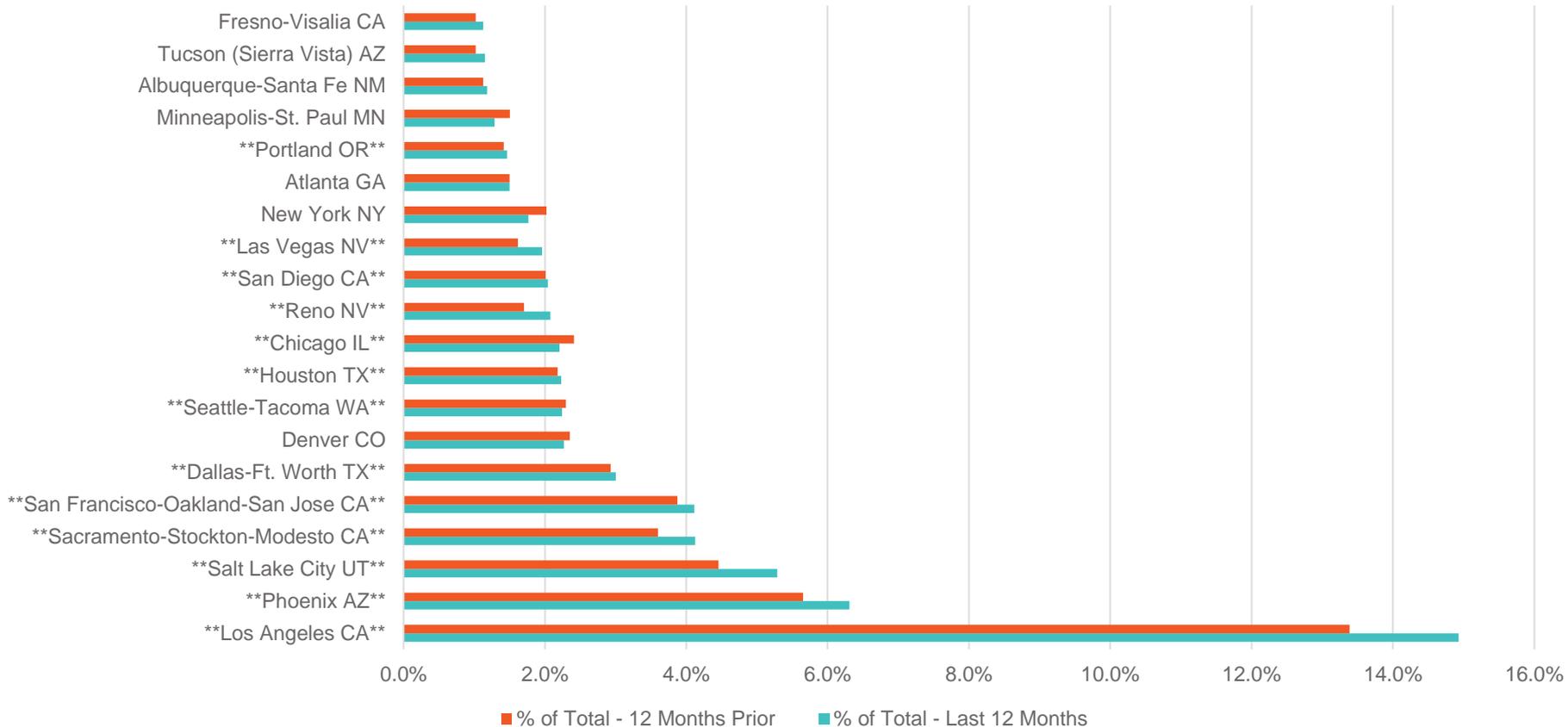


Source: Tourism Economics



# DOMESTIC MARKET UPDATE

# Visitor Percentage by Market – Last 12 Months vs 12 Months Prior



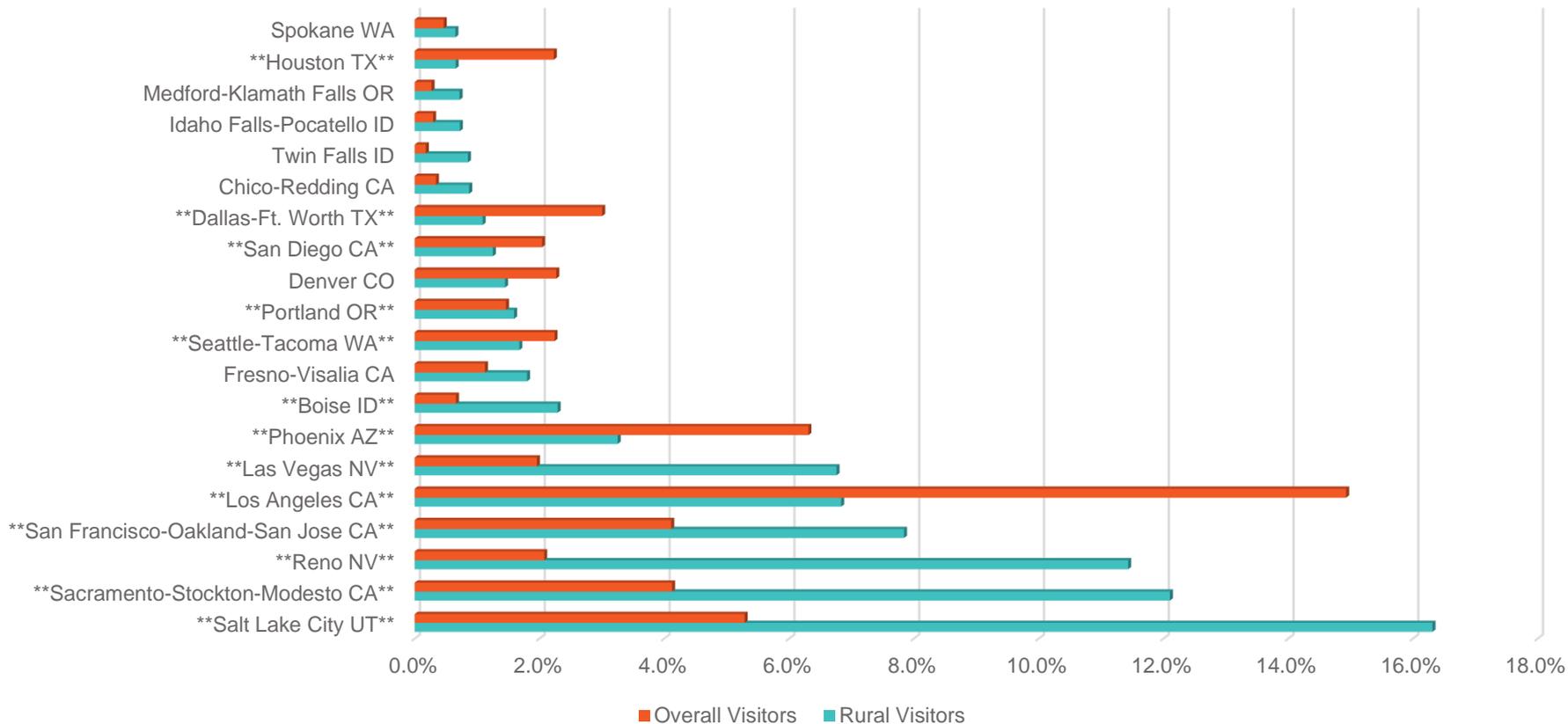
\*\*Markets that Travel Nevada advertises to



Source: Zartico

TravelNevada.com

# Visitor Percentage by Market Last 12 Months – Total NV vs Rural NV



\*\*Markets that Travel Nevada advertises to

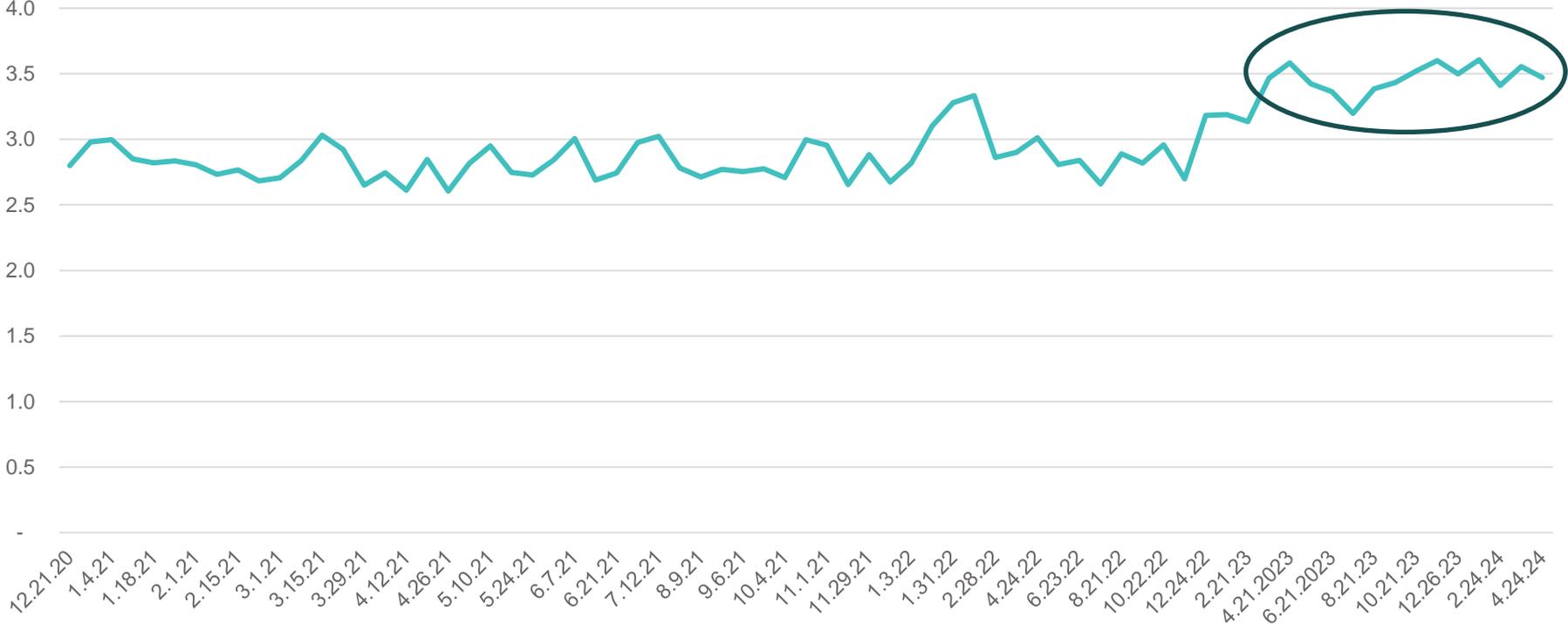


Source: Zartico

TravelNevada.com

# BRIEF INDUSTRY UPDATE

# Average Number of Leisure Trips Anticipated in Next 12 Months

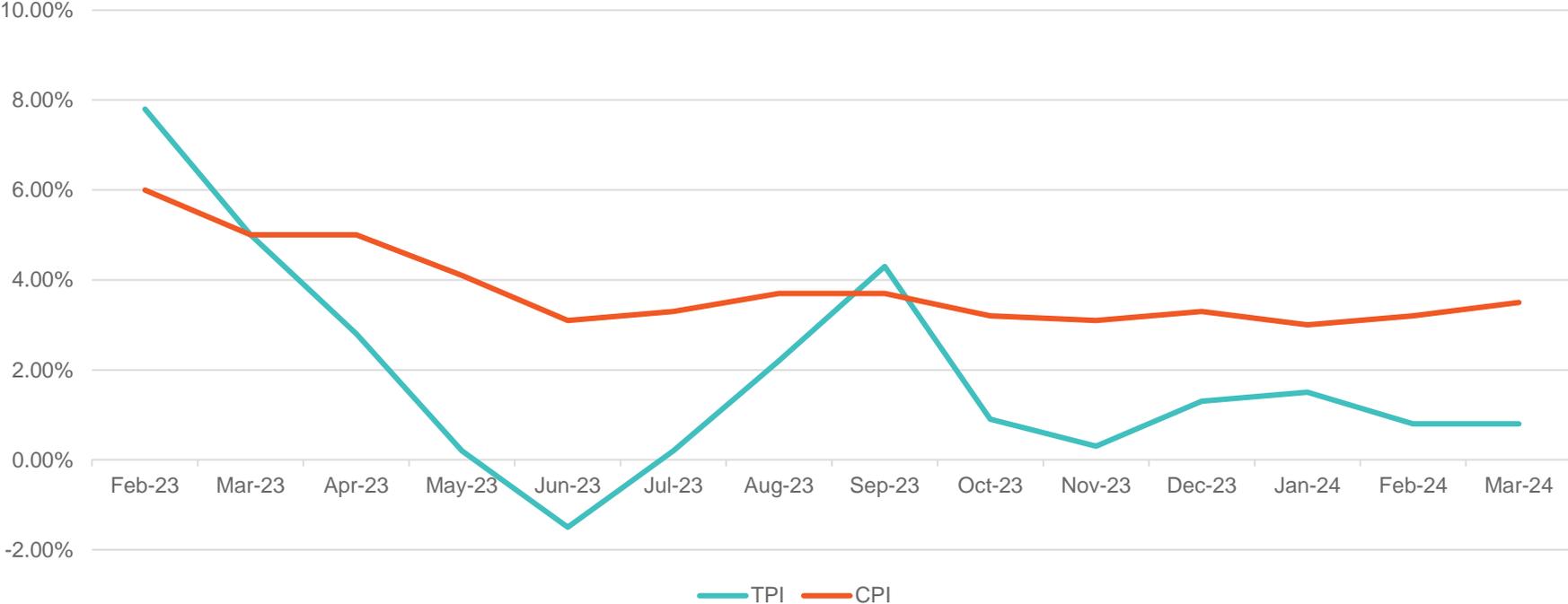


Source: Future Partners



# Travel Price Index

Travel Price Index and Consumer Price Index  
(% change relative to same month prior year)



Source: US Travel Association

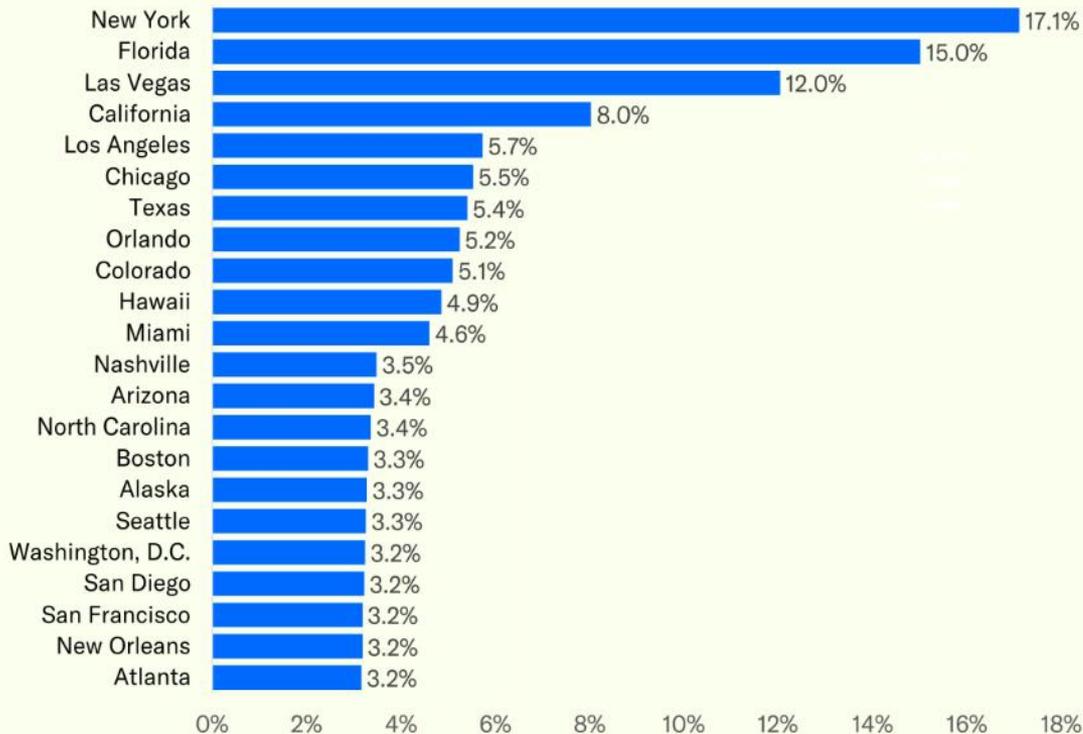


# Most Desired Domestic Destination in the Next 12 Months (Unaided)

## Question:

Which domestic destinations do you most want to visit in the NEXT TWELVE (12) MONTHS? (Write in up to five)

(Please only include destinations in the United States)



Source: Future Partners



# RECAP

	Major visitation statistics saw growth in 2023, but many still below pre-pandemic
	2024 visitation off to a good start
	International visitation trending upward
	Domestic markets are performing well
	Travel demand for remainder of calendar year seemingly strong



**THANK YOU!**

