



TOURISM MEANS MORE



TAX GENERATION

Tourism in Nevada generated **\$12.5 billion** in tax revenue in fiscal year 2023, with **\$6 billion** accruing to state and local governments.

SPENDING

Direct visitor spending reached **\$56.8 billion*** in 2024, an increase of **2.9%** from the prior year.

INCOME

The **\$23.6 billion** in total income generated by tourism is the equivalent of **\$20,316 for every household** in Nevada.

JOBS

Direct employment expanded to nearly **301,840*** jobs in 2024, boosting employment directly supported by visitors above pre-pandemic levels.

ECONOMIC VITALITY

The value of all visitor-associated goods and services produced in Nevada in 2023 reached nearly **\$37 billion**, which equates to about **15.5%** of Nevada's economy.

HEADS IN BEDS

Room tax collections reached **\$1.2 billion** in fiscal year 2024

VISITORS

Travel and tourism is a foundational cornerstone of Nevada's economy. In 2024, visitor volume in Nevada surpassed **52 million**.

GENERAL FUND

Travel Nevada is one of the **only state entities to generate money** for the General Fund each year without drawing any money off of it.

HOUSEHOLD IMPACT

Each household in Nevada would need to be taxed an **additional \$5,161** to replace the visitor-generated taxes received by Nevada state and local governments in FY 2023.

OUTDOOR RECREATION

Spending on outdoor recreation reached **over \$1.7 billion** in 2023. Great Basin National Park welcomed over **146,000 visitors**, and Nevada State Parks welcomed over **4.3 million visitors**.

VISITOR SPENDING

The **\$56.8 billion*** in visitor spending in 2024 means that about **\$155 million*** was spent every day by visitors in Nevada.

RURAL NEVADA

In 2023, room tax collections in Nevada's 15 rural counties **increased** from pre-pandemic levels by **about 26.6%**.

*Preliminary Estimate