# DISCOVER THE FACTS

A Quarterly Report Published by the Nevada Division of Tourism

## FOURTH QUARTER 2024

# 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 |
|---|---|---|---|---|---|
| January | $ | 2,637,764 | $ | 2,676,948 | 1.5% |
| February | | 2,240,451 | | 3,156,796 | 40.9% |
| March | | 3,142,929 | | 2,721,192 | -13.4% |
| 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 | | 3,107,535 | -7.5% |
| November | | 3,074,136 | | 2,483,319 | -19.2% |
| December | | 2,334,042 | | 2,511,882 | 7.6% |
| **TOTAL (Rolling 12 months)** | **$** | **32,030,456** | **$** | **33,010,582** | **3.1%** |

## FOURTH QUARTER 2024 AREA HIGHLIGHTS

| LOCATION | | 2023 | | 2024 | | % CHANGE |
|---|---|---|---|---|---|---|
| Clark County | $ | 8,178,283 | $ | 7,481,013 | | -8.5% |
| Washoe County | | 341,306 | | 363,026 | | 6.4% |
| Douglas County* | | 92,215 | | 99,938 | | 8.4% |
| Elko County | | 41,615 | | 41,197 | | -1.0% |
| Carson City | | 23,469 | | 25,822 | ** | 10.0% |
| All other counties | | 91,613 | | 91,741 | | 0.1% |
| **TOTAL (State)** | **$** | **8,768,501** | **$** | **8,102,736** | | **-7.6%** |

*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 Carson City include estimated values for October 2024 due to a discrepancy that was reported from the Department of Taxation. Data will be updated when obtained.*

# VISITOR VOLUME

*The number of visitors to Nevada.*

| MONTH | 2023 | 2024 | % CHANGE |
|---|---|---|---|
| January | 4,074,201 | 4,130,826 | 1.4% |
| February | 3,914,673 | 4,170,589 | 6.5% |
| March | 4,641,044 | 4,583,330 | -1.2% |
| 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% |
| **TOTAL (Rolling 12 months)** | **52,199,830** | **52,416,521** | **0.4%** |

## FOURTH QUARTER 2024 AREA HIGHLIGHTS

| LOCATION | 2023 | 2024 | % CHANGE |
|---|---|---|---|
| Clark County: | | | |
| Las Vegas | 10,320,600 | 10,284,200 | -0.4% |
| Laughlin | 265,300 | 281,000 | 5.9% |
| Mesquite | 223,000 | 198,000 | -11.2% |
| Washoe County | 850,377 | 876,822 | 3.1% |
| All other counties | 1,203,000 | 1,090,333 | -9.4% |
| **TOTAL (State)** | **12,862,277** | **12,730,355** | **-1.0%** |

# OCCUPANCY LEVEL

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

| MONTH | 2023 | 2024 | NET CHANGE |
|---|---|---|---|
| January | 72.4% | 71.5% | -0.8 |
| February | 76.7% | 79.5% | 2.8 |
| March | 81.7% | 78.6% | -3.2 |
| 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% | 79.1% | 0.2 |
| October | 81.7% | 79.1% | -2.6 |
| November | 74.9% | 73.9% | -1.1 |
| December | 72.5% | 73.9% | 1.4 |
| **TOTAL (Rolling 12 months)** | **78.1%** | **77.5%** | **-0.6** |

## FOURTH QUARTER 2024 AREA HIGHLIGHTS

| LOCATION | 2023 | 2024 | NET CHANGE |
|---|---|---|---|
| Clark County: | | | |
| Las Vegas | 83.2% | 83.0% | -0.1 |
| Laughlin | 42.0% | 41.5% | -0.5 |
| Mesquite | 75.0% | 71.3% | -3.6 |
| Lake Tahoe | 36.2% | 40.2% | 4.0 |
| Washoe County | 54.9% | 54.5% | -0.4 |
| Carson City | 50.2% | 57.3% | 7.1 |
| All other counties | 52.9% | 44.0% ** | -8.8 |
| **TOTAL (State)** | **76.3%** | **75.6%** | **-0.7** |

*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)*

**Estimates for "All Other Counties" in the fourth quarter is based on limited responses to the hotel/motel survey. Use results with caution. Data will be updated when more results are obtained.*

# ROOM NIGHTS OCCUPIED

*The number of room nights occupied.*

| MONTH | 2023 | 2024 | % CHANGE |
|---|---|---|---|
| January | 4,332,222 | 4,387,817 | 1.3% |
| February | 4,145,413 | 4,425,036 | 6.7% |
| March | 4,894,574 | 4,829,518 | -1.3% |
| April | 4,611,976 | 4,679,555 | 1.5% |
| May | 4,741,474 | 4,847,067 | 2.2% |
| June | 4,753,277 | 4,777,618 | 0.5% |
| July | 4,895,605 | 4,778,677 | -2.4% |
| August | 4,592,116 | 4,646,977 | 1.2% |
| September | 4,623,532 | 4,585,354 | -0.8% |
| October | 4,876,393 | 4,716,434 | -3.3% |
| November | 4,389,905 | 4,262,158 | -2.9% |
| December | 4,420,005 | 4,406,316 | -0.3% |
| **TOTAL (Rolling 12 months)** | **55,276,492** | **55,342,528** | **0.1%** |

## FOURTH QUARTER 2024 AREA HIGHLIGHTS

| LOCATION | 2023 | 2024 | % CHANGE |
|---|---|---|---|
| Clark County: | | | |
| Las Vegas | 11,712,200 | 11,511,000 | -1.7% |
| Laughlin | 335,900 | 338,700 | 0.8% |
| Mesquite | 113,800 | 102,300 | -10.1% |
| Lake Tahoe* | 71,448 | 72,344 | 1.3% |
| Washoe County | 822,376 | 830,544 | 1.0% |
| Carson City | 55,846 | 57,896 | 3.7% |
| All other counties | 574,733 | 472,124 ** | -17.9% |
| **TOTAL (State)** | **13,686,303** | **13,384,908** | **-2.2%** |

**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*

*** Estimates for "All Other Counties" in the fourth quarter is based on limited responses to the hotel/motel survey. Use results with caution. Data will be updated when more results are obtained.*

# ROOM INVENTORY

*The number of hotel/motel rooms in Nevada.*

| MONTH | 2023 | 2024 | % CHANGE |
|---|---|---|---|
| January | 193,078 | 197,875 | 2.5% |
| February | 192,932 | 198,817 | 3.1% |
| March | 193,166 | 198,262 | 2.6% |
| April | 193,212 | 196,571 | 1.7% |
| May | 192,987 | 195,694 | 1.4% |
| June | 193,676 | 198,286 | 2.4% |
| July | 193,279 | 192,177 | -0.6% |
| August | 193,550 | 192,789 | -0.4% |
| September | 195,316 | 193,214 | -1.1% |
| October | 192,626 | 192,399 | -0.1% |
| November | 195,248 | 192,378 | -1.5% |
| December | 196,778 | 192,402 | -2.2% |
| **TOTAL (Rolling 12 months)** | **196,778** | **192,402** | **-2.2%** |

## FOURTH QUARTER 2024 AREA HIGHLIGHTS

| LOCATION | 2023 | 2024 | % CHANGE |
|---|---|---|---|
| Clark County: | | | |
| Las Vegas** | 154,662 | 150,612 | -2.6% |
| Laughlin | 8,692 | 8,864 | 2.0% |
| Mesquite | 1,650 | 1,559 | -5.5% |
| Lake Tahoe* | 2,085 | 1,957 | -6.1% |
| Washoe County | 16,632 | 16,690 | 0.3% |
| Carson City | 1,240 | 1,066 | -14.0% |
| All other counties | 11,817 | 11,653 | -1.4% |
| **TOTAL (State)** | **196,778** | **192,402** | **-2.2%** |

*Room Inventory counts for the quarter represent the number of hotel/motel room available for daily rent as of December 31, 2024*

**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 December 2024*

# GROSS GAMING REVENUE

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

| MONTH | 2023 | 2024 | % CHANGE |
|---|---|---|---|
| January | $ 1,272,953,911 | $ 1,279,418,577 | 0.5% |
| February | 1,237,048,360 | 1,342,206,155 | 8.5% |
| March | 1,312,049,410 | 1,290,406,696 | -1.6% |
| April | 1,159,587,987 | 1,240,195,370 | 7.0% |
| May | 1,288,836,997 | 1,320,410,216 | 2.4% |
| June | 1,246,020,144 | 1,286,686,313 | 3.3% |
| July | 1,403,811,560 | 1,306,786,985 | -6.9% |
| August | 1,209,702,164 | 1,163,739,235 | -3.8% |
| September | 1,270,415,924 | 1,312,902,449 | 3.3% |
| October | 1,314,955,517 | 1,286,209,663 | -2.2% |
| November | 1,374,357,540 | 1,316,462,271 | -4.2% |
| December | 1,432,458,569 | 1,461,092,482 | 2.0% |
| **TOTAL (Rolling 12 months)** | **$ 15,522,198,083** | **$ 15,606,516,412** | **0.5%** |

## FOURTH QUARTER 2024 AREA HIGHLIGHTS

| LOCATION | 2023 | 2024 | % CHANGE |
|---|---|---|---|
| Clark County | $ 3,621,749,914 | $ 3,564,358,595 | -1.6% |
| Boulder Strip | 239,697,793 | 240,312,043 | 0.3% |
| Downtown | 254,635,676 | 248,072,217 | -2.6% |
| Laughlin | 119,394,451 | 112,862,421 | -5.5% |
| Mesquite | 47,803,082 | 48,680,453 | 1.8% |
| Balance of County for Clark County | 448,284,882 | 480,100,443 | 7.1% |
| Washoe County | 257,239,502 | 257,354,630 | 0.0% |
| Reno | 183,255,238 | 185,941,503 | 1.5% |
| Sparks | 44,371,456 | 44,476,148 | 0.2% |
| North Lake Tahoe | 5,634,176 | 5,603,641 | -0.5% |
| Balance of County for Washoe County | 23,978,633 | 21,333,339 | -11.0% |
| South Lake Tahoe | 51,748,447 | 54,636,633 | 5.6% |
| Elko County | 102,633,179 | 99,776,958 | -2.8% |
| Wendover | 69,204,303 | 67,428,649 | -2.6% |
| Balance of County for Elko County | 33,428,875 | 32,348,309 | -3.2% |
| Carson Valley Area | 34,108,286 | 34,642,449 | 1.6% |
| Other | 54,292,298 | 52,995,151 | -2.4% |
| **TOTAL (State)** | **$ 4,121,771,626** | **$ 4,063,764,416** | **-1.4%** |

# CONVENTION ATTENDANCE

*The number of attendees attending conventions in Nevada.*

| MONTH | 2023 | 2024 | % CHANGE |
|---|---|---|---|
| January | 533,449 | 591,846 | 10.9% |
| February | 679,769 | 787,438 | 15.8% |
| March | 851,045 | 517,647 | -39.2% |
| April | 398,284 | 546,364 | 37.2% |
| May | 477,899 | 498,495 | 4.3% |
| June | 588,469 | 545,045 | -7.4% |
| July | 284,462 | 270,559 | -4.9% |
| August | 662,764 | 656,161 | -1.0% |
| September | 428,483 | 539,111 | 25.8% |
| October | 653,965 | 572,866 | -12.4% |
| November | 608,213 | 559,152 | -8.1% |
| December | 204,025 | 290,096 | 42.2% |
| **TOTAL (Rolling 12 months)** | **6,370,827** | **6,374,780** | **0.1%** |

## FOURTH QUARTER 2024 AREA HIGHLIGHTS

| LOCATION | 2023 | 2024 | % CHANGE |
|---|---|---|---|
| Clark County | | | |
| Las Vegas | 1,434,700 | 1,386,600 | -3.4% |
| Washoe County | 23,615 | 30,021 | 27.1% |
| All other counties | 7,888 | 5,493 | -30.4% |
| **TOTAL (State)** | **1,466,203** | **1,422,114** | **-3.0%** |

# AIRPORT VOLUME

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

| MONTH | 2023 | 2024 | % CHANGE |
|---|---|---|---|
| January | 4,740,987 | 4,708,693 | -0.7% |
| February | 4,521,202 | 4,707,534 | 4.1% |
| March | 5,340,286 | 5,457,941 | 2.2% |
| 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 | 5,551,614 | 2.8% |
| August | 5,067,412 | 5,342,291 | 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% |
| **TOTAL (Rolling 12 months)** | **62,384,857** | **63,429,422** | **1.7%** |

## FOURTH QUARTER 2024 AREA HIGHLIGHTS

| LOCATION | 2023 | 2024 | % CHANGE |
|---|---|---|---|
| Harry Reid Int. | 15,139,749 | 14,901,380 | -1.6% |
| Reno/Tahoe Int. | 1,094,203 | 1,165,794 | 6.5% |
| Laughlin/Bullhead Int. | 37,205 | 37,190 | 0.0% |
| Elko Airport | 5,558 | 6,042 | 8.7% |
| **TOTAL (State)** | **16,276,715** | **16,110,406** | **-1.0%** |

*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 |
|---|---|---|---|
| January | 2,281,500 | 1,718,744 | -24.7% |
| February | 2,144,827 | 1,725,351 | -19.6% |
| March | 2,260,392 | 1,910,767 | -15.5% |
| 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 | 2,005,660 | 2.6% |
| **TOTAL (Rolling 12 months)** | **27,446,734** | **23,879,440** | **-13.0%** |

## FOURTH QUARTER 2024 AREA HIGHLIGHTS

| LOCATION | 2023 | | 2024 | | % CHANGE |
|---|---|---|---|---|---|
| Primm/Jean | 2,024,226 | | 2,019,054 | | -0.3% |
| Mesquite | 1,411,445 | | 1,428,800 | | 1.2% |
| Verdi | - | ** | - | ** | - |
| Wells | - | * | - | * | - |
| All other entry points | 2,170,816 | *** | 2,294,690 | *** | 5.7% |
| **TOTAL (State)** | **5,606,487** | | **5,742,544** | | **2.4%** |

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

**Due to equipment failure on Interstate 80 at Wells, the traffic totals for January 2023 through December 2024 do not contain any data*

***Due to equipment failure on Interstate 80 at Verdi, the traffic totals for July 2023 through December 2024 do not contain any data*

****Due to road construction at various other entry points, the respective traffic totals for January 2023 through December 2024 contain partial data*

# PARK USAGE

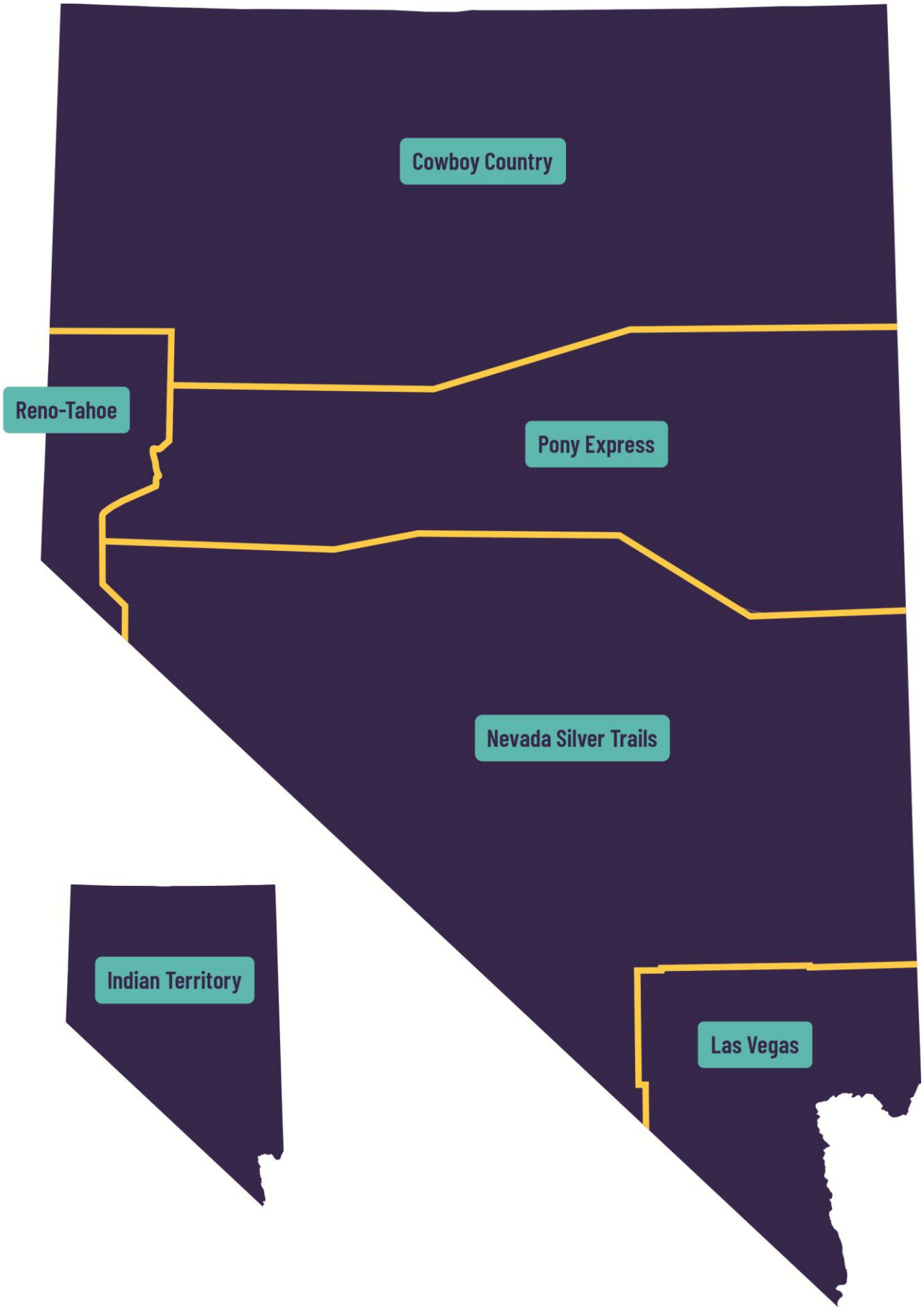
*The number of people visiting state and nearby national parks.*

| MONTH | 2023 | 2024 | % CHANGE |
|---|---|---|---|
| January | 989,464 | 1,168,896 | 18.1% |
| February | 1,102,759 | 1,295,697 | 17.5% |
| March | 1,656,650 | 2,100,319 | 26.8% |
| April | 2,434,154 | 2,589,551 | 6.4% |
| May | 2,798,503 | 3,206,376 | 14.6% |
| June | 3,260,796 | 3,274,660 | 0.4% |
| July | 3,533,717 | 3,335,158 | -5.6% |
| August | 3,088,944 | 3,038,479 | -1.6% |
| September | 2,858,798 | 2,932,282 | 2.6% |
| October | 2,702,027 | 2,707,190 | 0.2% |
| November | 1,754,644 | 1,784,744 | 1.7% |
| December | 1,481,480 | 1,458,539 | -1.5% |
| **TOTAL (Rolling 12 months)** | **27,661,936** | **28,891,893** | **4.4%** |

## FOURTH QUARTER 2024 AREA HIGHLIGHTS

| LOCATION | 2023 | 2024 | % CHANGE |
|---|---|---|---|
| Nevada State Parks | 797,921 | 796,711 | -0.2% |
| Great Basin Nat. Park | 24,325 | 23,972 | -1.5% |
| Lake Mead Nat. Rec. Area | 1,292,700 | 1,295,194 | 0.2% |
| Hoover Dam Visitor Center | 134,512 | - | -100.0% |
| Grand Canyon Nat. Park | 1,112,868 | 1,111,175 | -0.2% |
| Zio Nat. Park | 1,002,005 | 1,064,202 | 6.2% |
| Bryce Canyon Nat. Park | 418,713 | 421,368 | 0.6% |
| Death Valley Nat. Park | 246,237 | 380,853 | 54.7% |
| Yosemite Nat. Park | 908,870 | 856,998 | -5.7% |
| **TOTAL (State)** | **5,938,151** | **5,950,473** | **0.2%** |

**Data for the fourth quarter from the Hoover Dam was not reported. Data will be updated when obtained.*




TRAVEL NEVADA