

Stats at a Glance

	Apr 2025	YoY ('25 vs. '24)
Visitor Volume	3,335,900	-5.1% ▼
Convention Attendance	573,600	13.9% ▲
Room Inventory	150,818	-2.5% ▼
Hotel Occupancy	84.5%	(1.0) ▼
Average Daily Rate (ADR)	\$190.27	4.4% ▲
RevPAR	\$160.78	3.2% ▲
Room Nights Occupied	3,825,500	-3.6% ▼

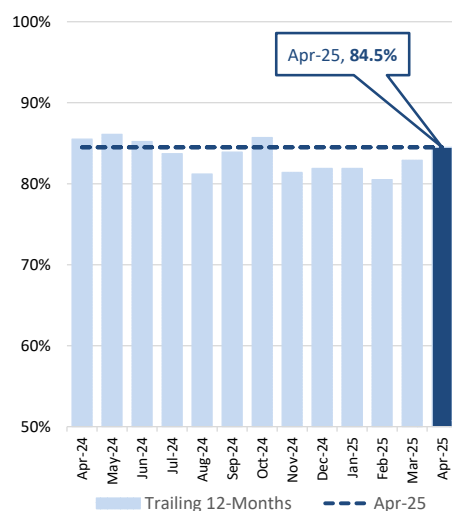
Notes & Highlights

With a strong convention segment and events including Wrestlemania, counterbalanced by consumer uncertainty with evolving federal policies, visitation saw a net YoY decrease of -5.1% as the destination hosted approximately 3.3 million visitors in April.

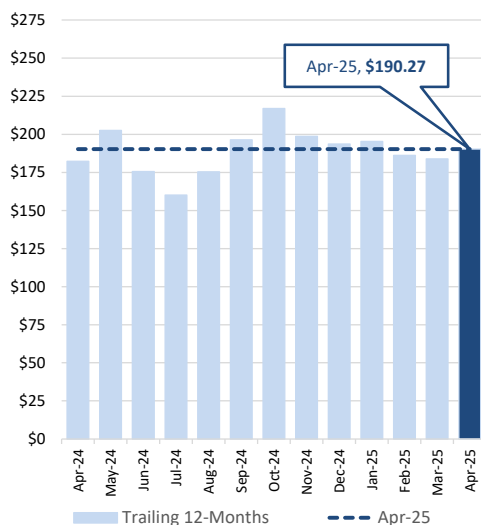
Convention attendance approached 574k attendees for the month, up 13.9% YoY, benefitting from the in-rotation of shows that were held elsewhere last year including International Sign Expo (21k attendees), American Urological Association (15k attendees) and The Carwash Show (10k attendees).

Occupancy reached 84.5%, down -1.0 pt with Weekend occupancy of 93.8% (up +0.4 pts) and Midweek occupancy of 81.2% (down -1.4 pts). ADR for the month reached \$190 (+4.4% YoY) with RevPAR of \$161 (+3.2% YoY).

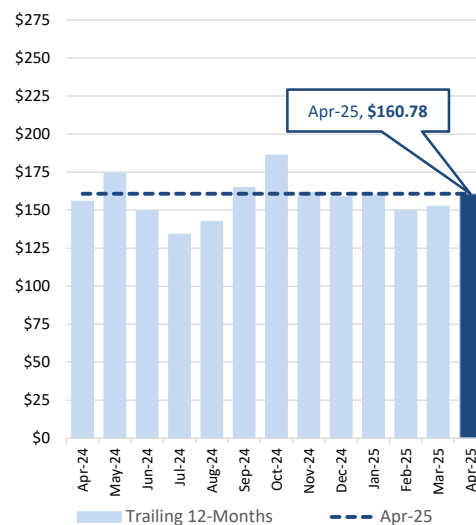
Las Vegas Hotel Occupancy



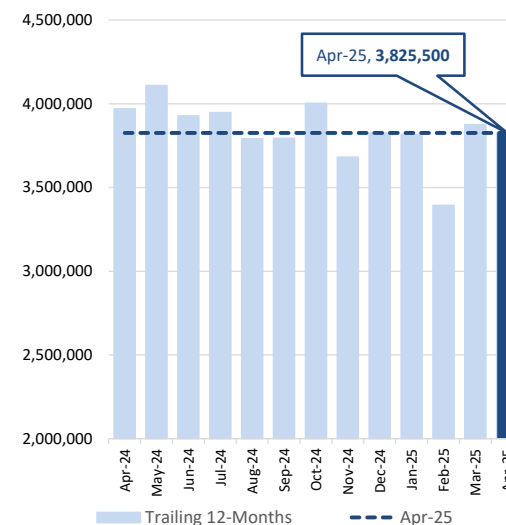
Las Vegas ADR



Las Vegas RevPAR



Room Nights Occupied



Notes: Occupancy, ADR and RevPAR data are derived from a survey sample representing more than 75% of the Las Vegas hotel inventory. Inherent variability in survey sampling and occasional variations in survey participants can affect monthly and year-over-year comparisons.



LVCVA EXECUTIVE SUMMARY

of Las Vegas, Laughlin & Mesquite, NV Tourism Indicators

April 2025

DATA DETAIL		Apr 2025	Apr 2024	YoY ('25 vs. '24)	Apr 2025 YTD	Apr 2024 YTD	YoY ('25 vs. '24)
LAS VEGAS	Visitor Volume (est.)	3,335,900	3,513,500	-5.1%	13,040,600	13,942,800	-6.5%
	Convention Attendance (est.)	573,600	503,500	13.9%	2,351,700	2,309,900	1.8%
	Weighted Room Inventory (as of Apr)	150,818	154,745	-2.5%	150,818	154,745	-2.5%
	Hotel Occupancy	84.5%	85.5%	-1.0	82.5%	83.4%	-0.9
	Weekend Occupancy	93.8%	93.4%	0.4	88.9%	89.7%	-0.8
	Midweek Occupancy	81.2%	82.6%	-1.4	79.8%	80.7%	-0.9
	Strip Occupancy	87.6%	88.0%	-0.4	85.5%	86.1%	-0.6
	Downtown Occupancy	72.0%	74.6%	-2.6	70.3%	70.3%	0.0
	Average Daily Room Rate (ADR)	\$190.27	\$182.30	4.4%	\$188.97	\$199.38	-5.2%
	Strip ADR	\$203.17	\$194.42	4.5%	\$201.63	\$213.44	-5.5%
	Downtown ADR	\$100.87	\$96.35	4.7%	\$100.55	\$100.32	0.2%
	Revenue Per Available Room (RevPAR)	\$160.78	\$155.87	3.2%	\$155.90	\$166.28	-6.2%
	Strip RevPAR	\$177.98	\$171.09	4.0%	\$172.39	\$183.77	-6.2%
	Downtown RevPAR	\$72.63	\$71.88	1.0%	\$70.69	\$70.52	0.2%
	Total Room Nights Occupied	3,825,500	3,969,600	-3.6%	14,913,700	15,718,100	-5.1%
	Total En/Deplaned Air Passengers	4,716,039	4,881,617	-3.4%	17,940,001	18,610,436	-3.6%
	Avg. Daily Auto Traffic: All Major Hwys	139,666 e	132,542 e	5.4%	128,746 e	124,910 e	3.1%
	Avg. Daily Auto Traffic: I-15 at NV/CA Border	44,023	40,860	7.7%	40,939	40,199	1.8%
	Gaming Revenue: Clark County	\$1,067,462,000	\$1,079,357,000 r	-1.1%	\$4,507,834,000	\$4,505,104,000 r	0.1%
	Gaming Revenue: Las Vegas Strip	\$646,870,000	\$666,058,000	-2.9%	\$2,858,950,000	\$2,868,619,000 r	-0.3%
LAUGHLIN	Gaming Revenue: Downtown	\$83,632,000	\$82,780,000	1.0%	\$324,883,000	\$320,903,000 r	1.2%
	Gaming Revenue: Boulder Strip	\$89,892,000	\$83,123,000	8.1%	\$338,300,000	\$330,272,000 r	2.4%
	Visitor Volume (est.)	122,000	109,000	11.9%	450,000	419,000	7.4%
	Room Inventory (as of Apr)	8,864	8,753	1.3%	8,864	8,753	1.3%
	Total Occupancy	50.8%	49.8%	1.0	46.7%	47.7%	-1.0
	Average Daily Room Rate (ADR)	\$57.90	\$55.02	5.2%	\$58.42	\$54.04	8.1%
	Revenue Per Available Room (RevPAR)	\$29.41	\$27.40	7.3%	\$27.28	\$25.78	5.8%
	Total Room Nights Occupied	135,000	130,900	3.1%	497,000	503,600	-1.3%
	Gross Gaming Revenue (rounded)	\$40,177,000	\$43,501,000	-7.6%	\$174,592,000	\$179,472,000	-2.7%
MESQUITE	Laughlin/Bullhead City En/Deplaned Passengers	15,439	8,699	77.5%	59,744	50,697	17.8%
	Avg. Daily Auto Traffic: Highway 163	5,064	5,199	-2.6%	4,729	4,737	-0.2%
	Visitor Volume (est.)	80,000	83,000	-3.6%	301,000	308,000	-2.3%
	Room Inventory (as of Apr)	1,655	1,650	0.3%	1,655	1,650	0.3%
	Total Occupancy	82.8%	86.8%	-4.0	80.5%	79.7%	0.8
	Average Daily Room Rate (ADR)	\$102.96	\$88.27	16.6%	\$92.55	\$86.40	7.1%
	Revenue Per Available Room (RevPAR)	\$85.25	\$76.62	11.3%	\$74.50	\$68.86	8.2%
	Total Room Nights Occupied	41,100	43,000	-4.4%	155,100	159,200	-2.6%
	Gross Gaming Revenue (rounded)	\$17,912,000	\$16,806,000	6.6%	\$71,193,000	\$67,852,000	4.9%
	Avg. Daily Auto Traffic: I-15 at NV/AZ border	33,304	31,585	5.4%	30,402	28,921	5.1%

Sources: Las Vegas Convention and Visitors Authority; Harry Reid International Airport; Nevada Department of Transportation (NDOT); NV Gaming Control Board; Mohave County Airport Authority

Notes: e - estimate; r - revised

Air passengers and auto traffic counts are a blend of commercial, pass-thru and resident traffic in addition to visitors.

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