

Stats at a Glance

	Jan 2024	YoY ('24 vs. '23)
Visitor Volume	3,383,500	3.3% ▲
Convention Attendance	557,200	8.6% ▲
Room Inventory	156,100	2.9% ▲
Hotel Occupancy	78.9%	(0.2) ▼
Average Daily Rate (ADR)	\$191.23	-0.2% ▼
RevPAR	\$150.88	-0.5% ▼
Room Nights Occupied	3,819,700	2.7% ▲

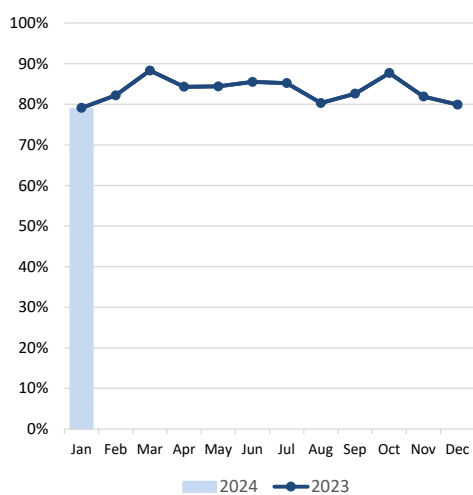
Notes & Highlights

With a room inventory with roughly 4,300 more rooms than last year, est. visitor volume reached 3.38M, up 3.3% YoY.

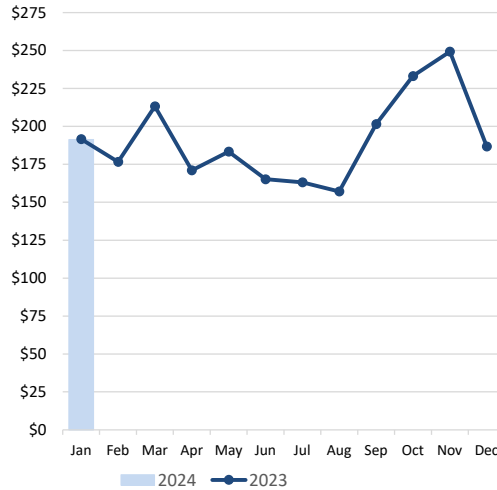
Despite the larger room inventory vs. Jan 2023, overall hotel occupancy for the month was on par with last January at 78.9% (down -0.2 pts). Affected in part by the move of the CES tradeshow back to midweek dates this January instead of the weekend dates it spanned last January, Weekend occupancy for the month declined to 83.6% (down -4.8 pts) while Midweek occupancy increased to 77%, +1.8 pts YoY.

ADR for the month matched last January at approx. \$191 while RevPAR saw a modest YoY decline to just under \$151, -0.5%.

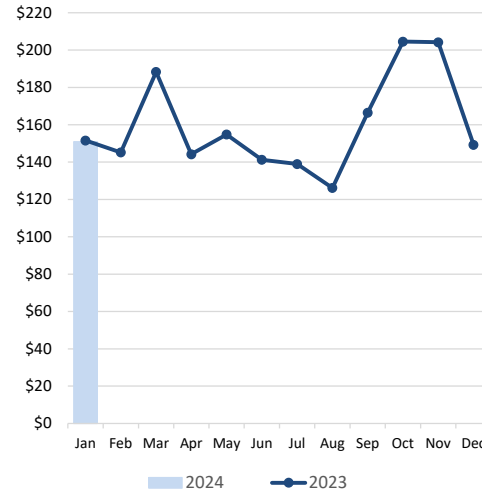
Las Vegas Hotel Occupancy



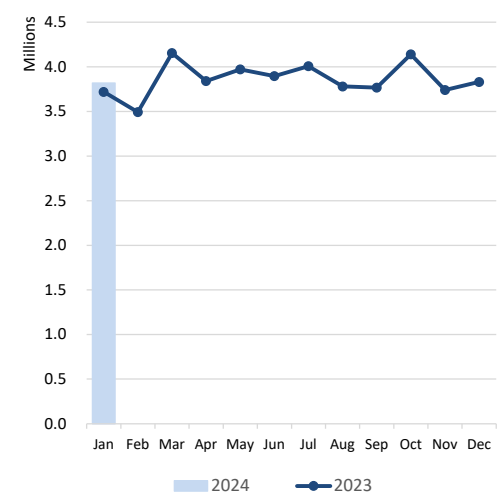
Las Vegas ADR



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

January 2024

DATA DETAIL		Jan 2024	Jan 2023	YoY ('24 vs. '23)	Jan 2024 YTD	Jan 2023 YTD	YoY ('24 vs. '23)
LAS VEGAS	Visitor Volume (est.)	3,383,500	3,275,300	3.3%	3,383,500	3,275,300	3.3%
	Convention Attendance (est.)	557,200	513,000	8.6%	557,200	513,000	8.6%
	Weighted Room Inventory (as of Jan)	156,100	151,771	2.9%	156,100	151,771	2.9%
	Hotel Occupancy	78.9%	79.1%	-0.2	78.9%	79.1%	-0.2
	Weekend Occupancy	83.6%	88.4%	-4.8	83.6%	88.4%	-4.8
	Midweek Occupancy	77.0%	75.2%	1.8	77.0%	75.2%	1.8
	Strip Occupancy	81.7%	81.4%	0.3	81.7%	81.4%	0.3
	Downtown Occupancy	66.4%	66.4%	0.0	66.4%	66.4%	0.0
	Average Daily Room Rate (ADR)	\$191.23	\$191.62	-0.2%	\$191.23	\$191.62	-0.2%
	Strip ADR	\$204.22	\$205.70	-0.7%	\$204.22	\$205.70	-0.7%
	Downtown ADR	\$100.23	\$104.58	-4.2%	\$100.23	\$104.58	-4.2%
	Revenue Per Available Room (RevPAR)	\$150.88	\$151.57	-0.5%	\$150.88	\$151.57	-0.5%
	Strip RevPAR	\$166.85	\$167.44	-0.4%	\$166.85	\$167.44	-0.4%
	Downtown RevPAR	\$66.55	\$69.44	-4.2%	\$66.55	\$69.44	-4.2%
	Total Room Nights Occupied	3,819,700	3,719,400	2.7%	3,819,700	3,719,400	2.7%
	Total En/Deplaned Air Passengers	4,347,038	4,385,039 r	-0.9%	4,347,038	4,385,039 r	-0.9%
Avg. Daily Auto Traffic: All Major Hwys	114,745 e	116,693	-1.7%	114,745 e	116,693	-1.7%	
Avg. Daily Auto Traffic: I-15 at NV/CA Border	38,352	40,501	-5.3%	38,352	40,501	-5.3%	
Gaming Revenue: Clark County	\$1,117,524,000	\$1,129,714,000 r	-1.1%	\$1,117,524,000	\$1,129,714,000 r	-1.1%	
Gaming Revenue: Las Vegas Strip	\$686,178,000	\$713,238,000 r	-3.8%	\$686,178,000	\$713,238,000 r	-3.8%	
Gaming Revenue: Downtown	\$85,708,000	\$84,894,000 r	1.0%	\$85,708,000	\$84,894,000 r	1.0%	
Gaming Revenue: Boulder Strip	\$93,393,000	\$96,385,000	-3.1%	\$93,393,000	\$96,385,000	-3.1%	
LAUGHLIN	Visitor Volume (est.)	88,000	85,900	2.4%	88,000	85,900	2.4%
	Room Inventory (as of Jan)	8,692	8,752	-0.7%	8,692	8,752	-0.7%
	Total Occupancy	39.1%	40.1%	-1.0	39.1%	40.1%	-1.0
	Average Daily Room Rate (ADR)	\$52.73	\$52.14	1.1%	\$52.73	\$52.14	1.1%
	Revenue Per Available Room (RevPAR)	\$20.62	\$20.91	-1.4%	\$20.62	\$20.91	-1.4%
	Total Room Nights Occupied	105,400	108,800	-3.1%	105,400	108,800	-3.1%
	Gross Gaming Revenue (rounded)	\$44,443,000	\$42,712,000	4.1%	\$44,443,000	\$42,712,000	4.1%
	Laughlin/Bullhead City En/Deplaned Passengers	10,079	10,100	-0.2%	10,079	10,100	-0.2%
Avg. Daily Auto Traffic: Highway 163	4,176	4,420	-5.5%	4,176	4,420	-5.5%	
MESQUITE	Visitor Volume (est.)	pending	74,000	N/A	pending	74,000	N/A
	Room Inventory (as of Jan)	1,650	1,647	0.2%	1,650	1,647	0.2%
	Total Occupancy	73.1%	73.3%	-0.2	73.1%	73.3%	-0.2
	Average Daily Room Rate (ADR)	\$72.97	\$72.07	1.2%	\$72.97	\$72.07	1.2%
	Revenue Per Available Room (RevPAR)	\$53.34	\$52.83	1.0%	\$53.34	\$52.83	1.0%
	Total Room Nights Occupied	37,400	37,400	0.0%	37,400	37,400	0.0%
	Gross Gaming Revenue (rounded)	\$15,860,000	\$15,777,000	0.5%	\$15,860,000	\$15,777,000	0.5%
	Avg. Daily Auto Traffic: I-15 at NV/AZ border	25,436	25,787	-1.4%	25,436	25,787	-1.4%

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:

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

Occupancy, ADR and RevPAR data are derived from a survey sample representing more than 75% of the Las Vegas hotel inventory.

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e - estimate; r - revised