

## Stats at a Glance

	Jan 2025	YoY ('25 vs. '24)
Visitor Volume	3,344,600	-1.1% ▼
Convention Attendance	628,800	12.8% ▲
Room Inventory	150,325	-3.7% ▼
Hotel Occupancy	81.9%	3.0 ▲
Average Daily Rate (ADR)	\$195.35	2.2% ▲
RevPAR	\$159.99	6.0% ▲
Room Nights Occupied	3,818,300	0.0% ▼

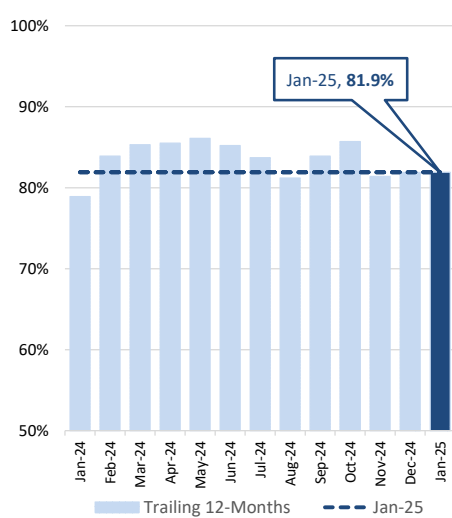
## Notes & Highlights

Las Vegas started the year with January visitation of approx. 3.34M visitors, down 1.1% from last January.

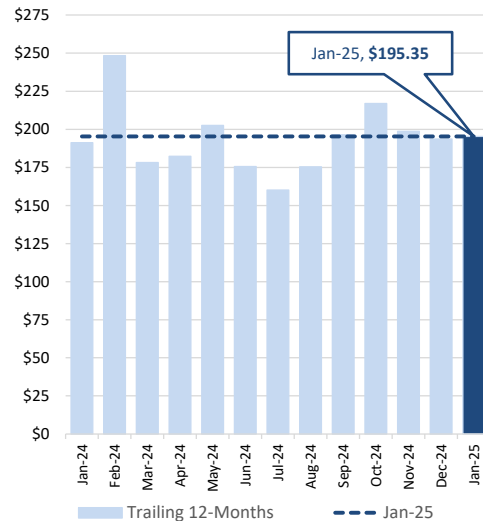
Las Vegas convention attendance reached roughly 629k in January, up 12.8% YoY, supported in part by strong attendance at recurring larger tradeshow including CES and World of Concrete, plus the calendar impact of World Market Center's Winter show (38k attendees) and Total Product Expo (8k attendees) falling fully in January this year vs. last year when its impact straddled Jan and Feb.

On a room base with roughly 6k fewer rooms than last year, occupancy reached 81.9%, up 3.0 pts with Weekend occupancy of 85.6% (up 2.0 pts) and Midweek occupancy of 80.2% (up 3.2 pts.) ADR for the month reached \$195 (+2.2% YoY) with RevPAR of \$160 (+6.0% YoY).

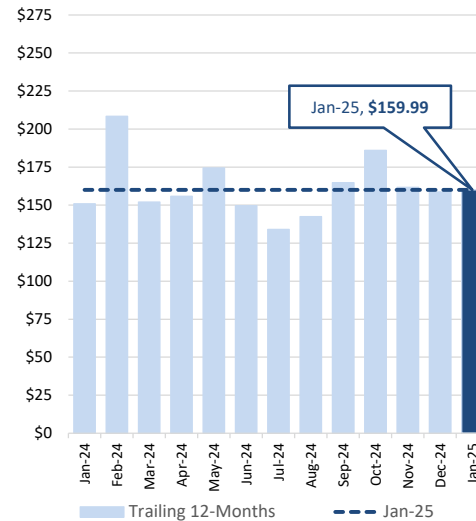
### Las Vegas Hotel Occupancy



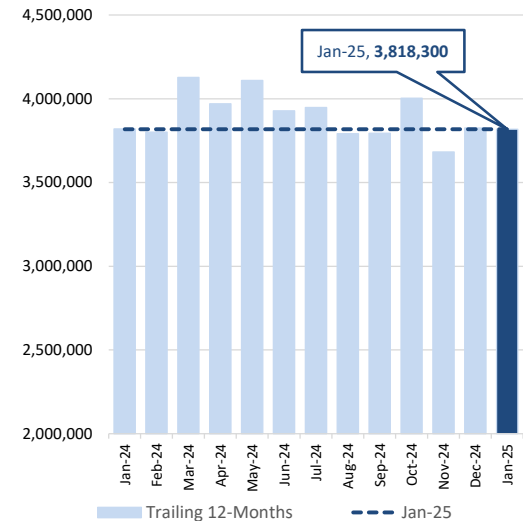
### Las Vegas ADR



### 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

January 2025

DATA DETAIL		Jan 2025	Jan 2024	YoY ('25 vs. '24)	Jan 2025 YTD	Jan 2024 YTD	YoY ('25 vs. '24)
<b>LAS VEGAS</b>	<b>Visitor Volume (est.)</b>	3,344,600	3,383,500	-1.1%	3,344,600	3,383,500	-1.1%
	<b>Convention Attendance (est.)</b>	628,800	557,200	12.8%	628,800	557,200	12.8%
	<b>Weighted Room Inventory (as of Jan)</b>	150,325	156,100	-3.7%	150,325	156,100	-3.7%
	<b>Hotel Occupancy</b>	81.9%	78.9%	3.0	81.9%	78.9%	3.0
	Weekend Occupancy	85.6%	83.6%	2.0	85.6%	83.6%	2.0
	Midweek Occupancy	80.2%	77.0%	3.2	80.2%	77.0%	3.2
	Strip Occupancy	85.0%	81.7%	3.3	85.0%	81.7%	3.3
	Downtown Occupancy	71.3%	66.4%	4.9	71.3%	66.4%	4.9
	<b>Average Daily Room Rate (ADR)</b>	\$195.35	\$191.23	2.2%	\$195.35	\$191.23	2.2%
	Strip ADR	\$208.23	\$204.22	2.0%	\$208.23	\$204.22	2.0%
	Downtown ADR	\$104.09	\$100.23	3.9%	\$104.09	\$100.23	3.9%
	<b>Revenue Per Available Room (RevPAR)</b>	\$159.99	\$150.88	6.0%	\$159.99	\$150.88	6.0%
	Strip RevPAR	\$177.00	\$166.85	6.1%	\$177.00	\$166.85	6.1%
	Downtown RevPAR	\$74.22	\$66.55	11.5%	\$74.22	\$66.55	11.5%
	<b>Total Room Nights Occupied</b>	3,818,300	3,819,700	0.0%	3,818,300	3,819,700	0.0%
<b>Total En/Deplaned Air Passengers</b>	4,362,165	4,349,282 r	0.3%	4,362,165	4,349,282 r	0.3%	
<b>Avg. Daily Auto Traffic: All Major Hwys</b>	117,897 e	114,745 e	2.7%	117,897 e	114,745 e	2.7%	
Avg. Daily Auto Traffic: I-15 at NV/CA Border	39,533	38,352	3.1%	39,533	38,352	3.1%	
<b>Gaming Revenue: Clark County</b>	\$1,265,337,000	\$1,117,179,000 r	13.3%	\$1,265,337,000	\$1,117,179,000 r	13.3%	
Gaming Revenue: Las Vegas Strip	\$840,083,000	\$686,065,000 r	22.4%	\$840,083,000	\$686,065,000 r	22.4%	
Gaming Revenue: Downtown	\$83,754,000	\$85,716,000 r	-2.3%	\$83,754,000	\$85,716,000 r	-2.3%	
Gaming Revenue: Boulder Strip	\$87,380,000	\$93,153,000 r	-6.2%	\$87,380,000	\$93,153,000 r	-6.2%	
<b>LAUGHLIN</b>	<b>Visitor Volume (est.)</b>	95,000	88,000	8.0%	95,000	88,000	8.0%
	<b>Room Inventory (as of Jan)</b>	8,864	8,692	2.0%	8,864	8,692	2.0%
	<b>Total Occupancy</b>	37.3%	39.1%	-1.8	37.3%	39.1%	-1.8
	<b>Average Daily Room Rate (ADR)</b>	\$57.63	\$52.73	9.3%	\$57.63	\$52.73	9.3%
	<b>Revenue Per Available Room (RevPAR)</b>	\$21.50	\$20.62	4.3%	\$21.50	\$20.62	4.3%
	<b>Total Room Nights Occupied</b>	102,500	105,400	-2.8%	102,500	105,400	-2.8%
	<b>Gross Gaming Revenue (rounded)</b>	\$42,240,000	\$44,443,000	-5.0%	\$42,240,000	\$44,443,000	-5.0%
	<b>Laughlin/Bullhead City En/Deplaned Passengers</b>	11,697	10,249 r	14.1%	11,697	10,249 r	14.1%
	<b>Avg. Daily Auto Traffic: Highway 163</b>	4,233	4,176	1.4%	4,233	4,176	1.4%
<b>MESQUITE</b>	<b>Visitor Volume (est.)</b>	83,000	72,000	15.3%	83,000	72,000	15.3%
	<b>Room Inventory (as of Jan)</b>	1,589	1,650	-3.7%	1,589	1,650	-3.7%
	<b>Total Occupancy</b>	86.4%	73.1%	13.3	86.4%	73.1%	13.3
	<b>Average Daily Room Rate (ADR)</b>	\$74.82	\$72.97	2.5%	\$74.82	\$72.97	2.5%
	<b>Revenue Per Available Room (RevPAR)</b>	\$64.64	\$53.34	21.2%	\$64.64	\$53.34	21.2%
	<b>Total Room Nights Occupied</b>	42,600	37,400	13.9%	42,600	37,400	13.9%
	<b>Gross Gaming Revenue (rounded)</b>	\$17,396,000	\$15,860,000	9.7%	\$17,396,000	\$15,860,000	9.7%
	<b>Avg. Daily Auto Traffic: I-15 at NV/AZ border</b>	27,566	25,436	8.4%	27,566	25,436	8.4%

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