

Stats at a Glance

	Mar 2024	YoY ('24 vs. '23)
Visitor Volume	3,671,500	0.4% ▲
Convention Attendance	484,400	-37.2% ▼
Room Inventory	156,173	2.9% ▲
Hotel Occupancy	85.3%	(3.0) ▼
Average Daily Rate (ADR)	\$178.26	-16.4% ▼
RevPAR	\$152.06	-19.2% ▼
Room Nights Occupied	4,127,700	-0.6% ▼

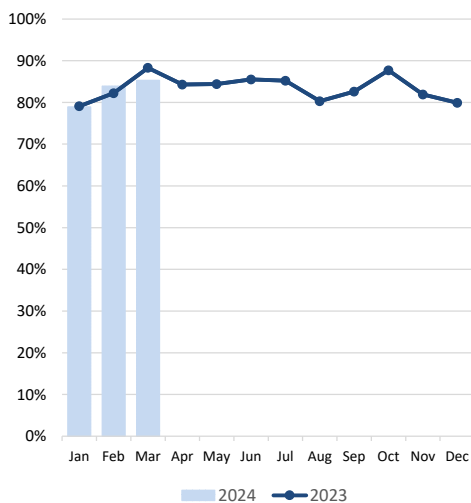
Notes & Highlights

Benefitting from a mix of headliners and events from NASCAR to Madonna to several college basketball tournaments, Las Vegas visitation neared 3.7M in March 2024, up +0.4% YoY and nearly matching Mar 2019.

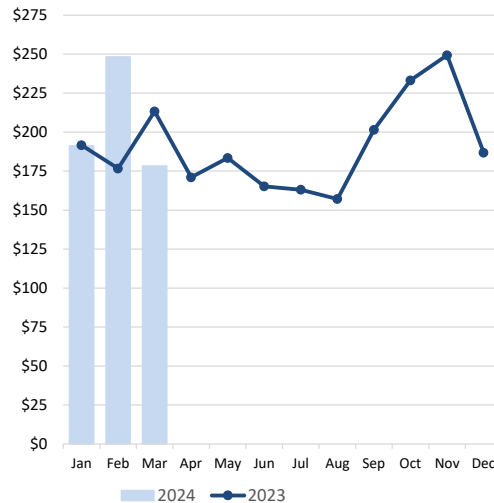
With a tough comparison to record-breaking convention attendance last March when the destination hosted the triennial CONEXPO-CON/AGG tradeshow (142,000), convention attendance this March saw a -37.2% YoY decrease.

Overall hotel occupancy reached 85.3% for the month (-3.0 pts YoY). After breaking the record for both ADR and RevPAR last March, ADR and RevPAR saw a decrease of -16.4% and -19.2% respectively.

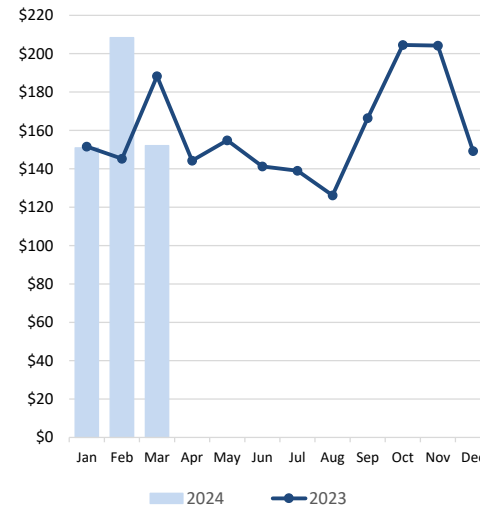
Las Vegas Hotel Occupancy



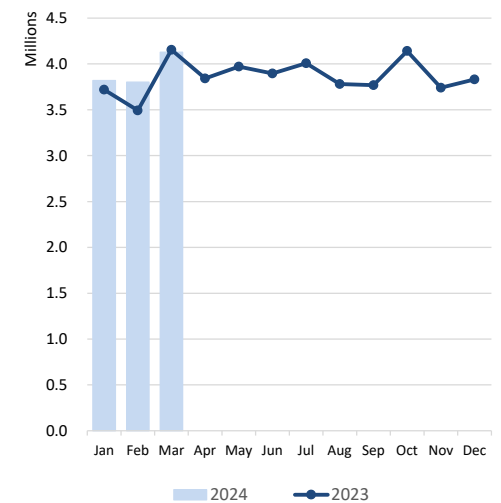
Las Vegas ADR



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

March 2024

DATA DETAIL		Mar 2024	Mar 2023	YoY ('24 vs. '23)	Mar 2024 YTD	Mar 2023 YTD	YoY ('24 vs. '23)
LAS VEGAS	Visitor Volume (est.)	3,671,500	3,655,800	0.4%	10,429,300	10,012,900	4.2%
	Convention Attendance (est.)	484,400	771,000	-37.2%	1,806,400	1,947,400	-7.2%
	Weighted Room Inventory (as of Mar)	156,173	151,752	2.9%	156,173	151,752	2.9%
	Hotel Occupancy	85.3%	88.3%	-3.0	82.7%	83.2%	-0.5
	Weekend Occupancy	91.8%	94.5%	-2.7	88.7%	90.8%	-2.1
	Midweek Occupancy	82.2%	85.8%	-3.6	80.0%	80.0%	0.0
	Strip Occupancy	88.3%	90.5%	-2.2	85.5%	85.7%	-0.2
	Downtown Occupancy	69.3%	76.4%	-7.1	68.9%	70.2%	-1.3
	Average Daily Room Rate (ADR)	\$178.26	\$213.25	-16.4%	\$205.15	\$194.92	5.2%
	Strip ADR	\$188.75	\$228.46	-17.4%	\$219.82	\$208.56	5.4%
	Downtown ADR	\$100.97	\$122.33	-17.5%	\$101.73	\$108.43	-6.2%
	Revenue Per Available Room (RevPAR)	\$152.06	\$188.30	-19.2%	\$169.66	\$162.17	4.6%
	Strip RevPAR	\$166.67	\$206.76	-19.4%	\$187.95	\$178.74	5.2%
	Downtown RevPAR	\$69.97	\$93.46	-25.1%	\$70.09	\$76.12	-7.9%
	Total Room Nights Occupied	4,127,700	4,154,500	-0.6%	11,748,500	11,366,700	3.4%
Total En/Deplaned Air Passengers	5,043,368	4,942,544 r	2.0%	13,728,819	13,504,637 r	1.7%	
Avg. Daily Auto Traffic: All Major Hwys	132,969 e	131,104	1.4%	122,366 e	121,271	0.9%	
Avg. Daily Auto Traffic: I-15 at NV/CA Border	43,588	43,256	0.8%	39,978	40,724	-1.8%	
Gaming Revenue: Clark County	\$1,131,531,000	\$1,149,327,000 r	-1.5%	\$3,426,172,000	\$3,360,125,000 r	2.0%	
Gaming Revenue: Las Vegas Strip	\$715,870,000	\$724,585,000 r	-1.2%	\$2,202,793,000	\$2,150,218,000 r	2.4%	
Gaming Revenue: Downtown	\$76,199,000	\$87,434,000 r	-12.8%	\$238,100,000	\$246,518,000 r	-3.4%	
Gaming Revenue: Boulder Strip	\$78,311,000	\$86,326,000	-9.3%	\$247,389,000	\$257,979,000	-4.1%	
LAUGHLIN	Visitor Volume (est.)	119,000	116,800	1.9%	310,000	297,500	4.2%
	Room Inventory (as of Mar)	8,753	8,752	0.0%	8,753	8,752	0.0%
	Total Occupancy	52.9%	54.5%	-1.6	47.0%	47.8%	-0.8
	Average Daily Room Rate (ADR)	\$55.50	\$56.65	-2.0%	\$53.70	\$54.52	-1.5%
	Revenue Per Available Room (RevPAR)	\$29.36	\$30.87	-4.9%	\$25.24	\$26.06	-3.2%
	Total Room Nights Occupied	143,600	147,800	-2.8%	372,700	376,700	-1.1%
	Gross Gaming Revenue (rounded)	\$49,458,000	\$48,630,000	1.7%	\$135,971,000	\$137,022,000	-0.8%
	Laughlin/Bullhead City En/Deplaned Passengers	16,593	15,659	6.0%	41,828	40,376	3.6%
	Avg. Daily Auto Traffic: Highway 163	4,965	4,987	-0.4%	4,583	4,637	-1.2%
MESQUITE	Visitor Volume (est.)	83,000	90,000	-7.8%	225,000	238,000	-5.5%
	Room Inventory (as of Mar)	1,650	1,647	0.2%	1,650	1,647	0.2%
	Total Occupancy	83.6%	90.2%	-6.6	77.4%	81.7%	-4.3
	Average Daily Room Rate (ADR)	\$95.49	\$82.99	15.1%	\$85.71	\$79.83	7.4%
	Revenue Per Available Room (RevPAR)	\$79.83	\$74.86	6.6%	\$66.34	\$65.22	1.7%
	Total Room Nights Occupied	42,700	46,100	-7.4%	116,200	121,100	-4.0%
	Gross Gaming Revenue (rounded)	\$19,101,000	\$18,933,000	0.9%	\$51,046,000	\$50,610,000	0.9%
	Avg. Daily Auto Traffic: I-15 at NV/AZ border	31,255	30,383	2.9%	28,033	27,758	1.0%

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