

of Las Vegas, Laughlin & Mesquite, NV Tourism Indicators

Stats at a Glance

	Mar 2025	YoY (’25 vs. ’24)
Visitor Volume	3,386,800	-7.8% ▼
Convention Attendance	533,900	10.2% ▲
Room Inventory	150,757	-3.5% ▼
Hotel Occupancy	82.9%	(2.4) ▼
Average Daily Rate (ADR)	\$183.86	3.1% ▲
RevPAR	\$152.42	0.2% ▲
Room Nights Occupied	3,875,900	-6.1% ▼

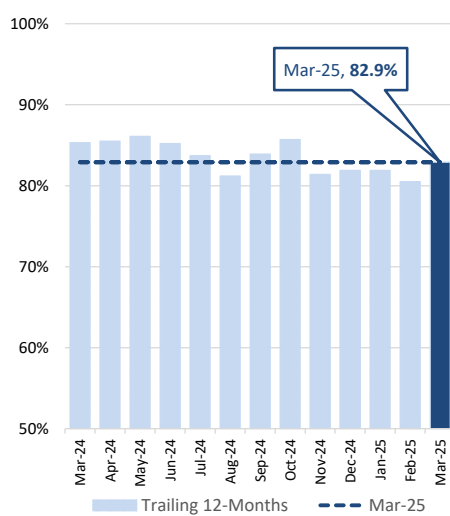
Notes & Highlights

With a slightly less-packed event calendar and as-yet unclear impacts of evolving federal policies rippling thru international and domestic markets, visitation saw a -7.8% YoY decline as the destination hosted approximately 3.39 million visitors in March.

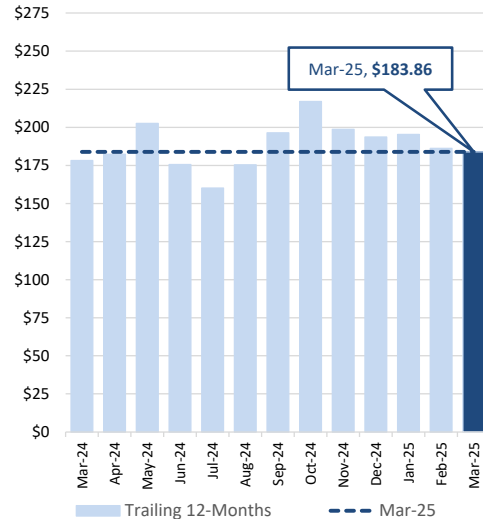
Rotation cycles helped convention attendance in March as the destination hosted roughly 534k attendees for the month, up 10.2% YoY, reflecting in part the calendar impact of the in-rotation of the Healthcare Information & Management Systems Society conference (48k attendees) which was held elsewhere last year.

Occupancy reached 82.9%, down -2.4 pts with Weekend occupancy of 90.8% (down -1.0 pts) and Midweek occupancy of 79.7% (down -2.5 pts). ADR for the month reached \$184 (+3.1% YoY) with RevPAR of \$152 (+0.2% YoY).

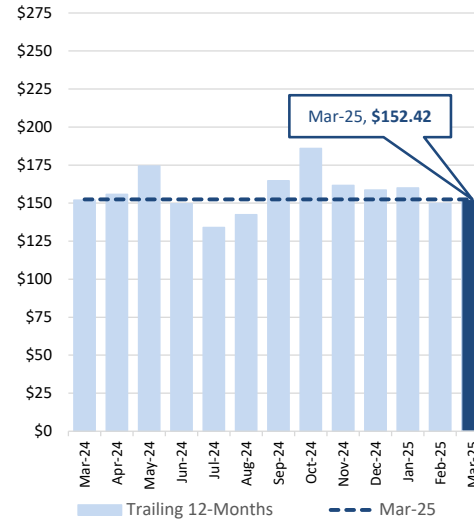
Las Vegas Hotel Occupancy



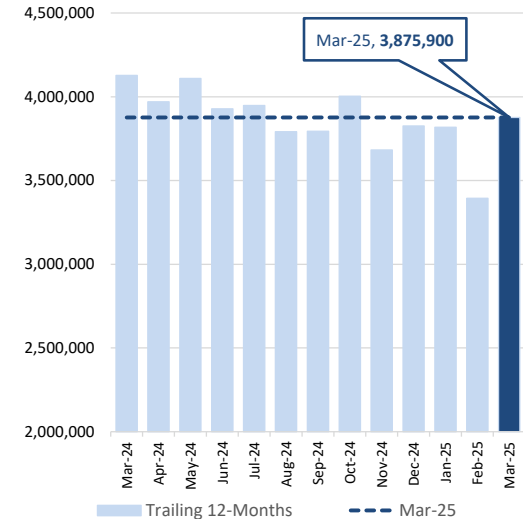
Las Vegas ADR



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

March 2025

DATA DETAIL		Mar 2025	Mar 2024	YoY ('25 vs. '24)	Mar 2025 YTD	Mar 2024 YTD	YoY ('25 vs. '24)
LAS VEGAS	Visitor Volume (est.)	3,386,800	3,671,500	-7.8%	9,704,700	10,429,300	-6.9%
	Convention Attendance (est.)	533,900	484,400	10.2%	1,778,100	1,806,400	-1.6%
	Weighted Room Inventory (as of Mar)	150,757	156,173	-3.5%	150,757	156,173	-3.5%
	Hotel Occupancy	82.9%	85.3%	-2.4	81.8%	82.7%	-0.9
	Weekend Occupancy	90.8%	91.8%	-1.0	87.6%	88.7%	-1.1
	Midweek Occupancy	79.7%	82.2%	-2.5	79.3%	80.0%	-0.7
	Strip Occupancy	85.8%	88.3%	-2.5	84.8%	85.5%	-0.7
	Downtown Occupancy	70.0%	69.3%	0.7	69.7%	68.9%	0.8
	Average Daily Room Rate (ADR)	\$183.86	\$178.26	3.1%	\$188.52	\$205.15	-8.1%
	Strip ADR	\$196.16	\$188.75	3.9%	\$201.10	\$219.82	-8.5%
	Downtown ADR	\$100.31	\$100.97	-0.7%	\$100.44	\$101.73	-1.3%
	Revenue Per Available Room (RevPAR)	\$152.42	\$152.06	0.2%	\$154.21	\$169.66	-9.1%
	Strip RevPAR	\$168.31	\$166.67	1.0%	\$170.53	\$187.95	-9.3%
	Downtown RevPAR	\$70.22	\$69.97	0.3%	\$70.01	\$70.09	-0.1%
	Total Room Nights Occupied	3,875,900	4,127,700	-6.1%	11,088,200	11,748,500	-5.6%
	Total En/Deplaned Air Passengers	4,845,763	5,043,368	-3.9%	13,223,962	13,728,819	-3.7%
Avg. Daily Auto Traffic: All Major Hwys	135,402 e	132,969 e	1.8%	125,106 e	122,366 e	2.2%	
Avg. Daily Auto Traffic: I-15 at NV/CA Border	42,253	43,588	-3.1%	39,911	39,978	-0.2%	
Gaming Revenue: Clark County	\$1,111,714,000	\$1,131,562,000 r	-1.8%	\$3,440,372,000	\$3,425,747,000 r	0.4%	
Gaming Revenue: Las Vegas Strip	\$681,669,000	\$715,870,000	-4.8%	\$2,212,080,000	\$2,202,561,000 r	0.4%	
Gaming Revenue: Downtown	\$85,033,000	\$76,199,000	11.6%	\$241,251,000	\$238,123,000 r	1.3%	
Gaming Revenue: Boulder Strip	\$86,324,000	\$78,311,000	10.2%	\$248,408,000	\$247,149,000 r	0.5%	
LAUGHLIN	Visitor Volume (est.)	128,000	119,000	7.6%	328,000	310,000	5.8%
	Room Inventory (as of Mar)	8,864	8,753	1.3%	8,864	8,753	1.3%
	Total Occupancy	51.3%	52.9%	-1.6	45.4%	47.0%	-1.6
	Average Daily Room Rate (ADR)	\$57.30	\$55.50	3.2%	\$58.61	\$53.70	9.1%
	Revenue Per Available Room (RevPAR)	\$29.39	\$29.36	0.1%	\$26.61	\$25.24	5.4%
	Total Room Nights Occupied	141,000	143,600	-1.8%	362,000	372,700	-2.9%
	Gross Gaming Revenue (rounded)	\$49,944,000	\$49,458,000	1.0%	\$134,415,000	\$135,971,000	-1.1%
	Laughlin/Bullhead City En/Deplaned Passengers	17,512	16,593	5.5%	44,305	41,998	5.5%
	Avg. Daily Auto Traffic: Highway 163	4,999	4,965	0.7%	4,617	4,583	0.7%
MESQUITE	Visitor Volume (est.)	77,000	83,000	-7.2%	221,000	225,000	-1.8%
	Room Inventory (as of Mar)	1,589	1,650	-3.7%	1,589	1,650	-3.7%
	Total Occupancy	80.7%	83.6%	-2.9	79.7%	77.4%	2.3
	Average Daily Room Rate (ADR)	\$100.40	\$95.49	5.1%	\$88.80	\$85.71	3.6%
	Revenue Per Available Room (RevPAR)	\$81.02	\$79.83	1.5%	\$70.77	\$66.34	6.7%
	Total Room Nights Occupied	39,700	42,700	-7.0%	114,000	116,200	-1.9%
	Gross Gaming Revenue (rounded)	\$19,356,000	\$19,101,000	1.3%	\$53,281,000	\$51,046,000	4.4%
	Avg. Daily Auto Traffic: I-15 at NV/AZ border	32,547	31,255	4.1%	29,434	28,033	5.0%

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