



# The Economic Impact of Southern Nevada's Tourism Industry



**APRIL 2025**  
**ECONOMIC IMPACT SERIES**

**APPLIED  
ANALYSIS** 

# Executive Summary

Southern Nevada's tourism industry again reached record levels in visitor spending in 2024. Applied Analysis ("AA") was retained by the Las Vegas Convention and Visitors Authority (the "LVCVA") to review and analyze the economic impacts of Southern Nevada's tourism industry. This brief outlines the economic impacts associated with the region's tourism industry, its convention travel segment and convention travel served by the Las Vegas Convention Center ("LVCC") in 2024.

- Visitation to Las Vegas increased year over year in all but two months, growing 2.1 percent on the year to 41.7 million. Travel to the area peaked in March at almost 3.7 million visitors. The year marked the closest Southern Nevada visitation has been to its pre-pandemic level of 42.5 million visitors in 2019.
  - The economic impacts of Southern Nevada's tourism industry are driven by visitor spending on rooms, dining, shopping, local transportation and other activities and amenities. That spending directly supports jobs, wages and economic activity, and it ripples through the economy to generate additional impacts via suppliers and vendors (indirect impacts) and by employee spending on goods and services in the community (induced impacts). Visitor spending on the year hit an all-time high for the third consecutive year, totaling \$55.1 billion, up 7.0 percent from 2023.
  - Per-visit spending grew to \$1,322 in 2024, 4.8 percent higher than in 2023 and 52.6 percent higher than 2019. Visitor spending increased for most categories. The most significant increase in spending was in shopping.
  - In 2024, total economic output related to visitor spending (including direct, indirect and induced impacts) rose 3.0 percent to \$87.7 billion, surpassing the all-time high set in 2023. Southern Nevada's tourism industry directly employed an estimated 252,610 workers, about 4,100 more jobs (+1.6 percent) than in 2023.
- With indirect and induced impacts included, total employment impacts were an estimated 385,330, a 1.5 percent increase from the prior year.
- Southern Nevada's tourism industry supported \$14.6 billion in direct wages, or 20.5 percent of all wages in the region. The additional indirect and induced impacts supported wages for workers across many sectors of the economy, with a total wage impact of \$21.3 billion, or 30.0 percent of all regional wages.
  - Convention attendance held steady at 6.0 million in 2024, a 0.1 percent annual increase. Convention visitors spent \$1,681 per trip, 33.2 percent higher than the average leisure visitor. Convention visitors collectively spent \$10.1 billion, which directly supported an estimated 46,200 jobs and \$2.7 billion in wages. When the indirect and induced impacts of convention visitor spending are included, the convention sector supported an estimated 70,470 jobs, \$3.9 billion in wages and \$16.0 billion in overall economic output.
  - The LVCC hosted 18.2 percent of regional convention attendees in 2024, down 1.6 percentage points from 2023. Those attendees spent \$1.8 billion, which directly supported 8,420 jobs and \$487.2 million in wages. When the indirect and induced impacts are included, those totals rise to 12,840 jobs, \$710.1 million in wages and \$2.9 billion in economic output.

# Visitor Volume Surpasses 41 Million

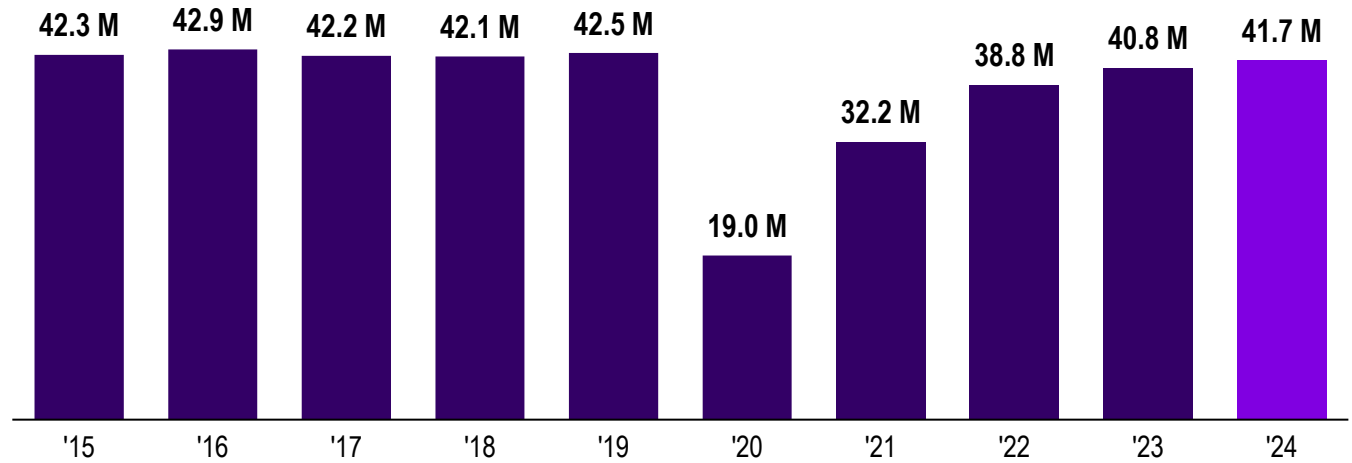
Southern Nevada's annual visitor volume rose for a fourth consecutive year in 2024, underscoring the region's recovery following the economic turmoil of the pandemic and related response.

The boost was aided by large-scale events. Super Bowl LVIII, hosted at Allegiant Stadium, drew 325,000 visitors to Southern Nevada, while the Las Vegas Grand Prix weekend expanded its footprint downtown with the three-night Neon City Festival. Attendance at the National Finals Rodeo surpassed 170,000 across 10 performances, up from 157,580 in 2023. The Durango Casino and Resort and Fontainebleau saw their first full year of operation, after opening in December 2023.

Visitation increased year over year in all but two months, growing 2.1 percent on the year to 41.7 million. Travel to the area peaked in March at almost 3.7 million visitors. The year marked the closest Southern Nevada visitation has been to pre-pandemic levels, and the increase in visitors in turn drove visitor spending to new heights.

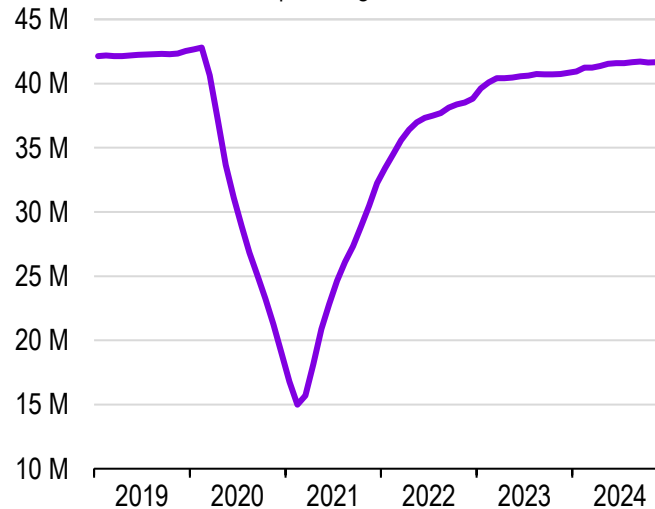
The convention and trade show segment welcomed 6.0 million convention attendees in 2024, up a modest 0.1 percent from 2023. The slow growth in attendance could be attributed to the absence of some shows in 2024, including CONEXPO-CON/AGG, MINExpo and TwitchCon. Total convention and trade show attendance remained about 10 percent below 2019 levels.

Las Vegas Visitation



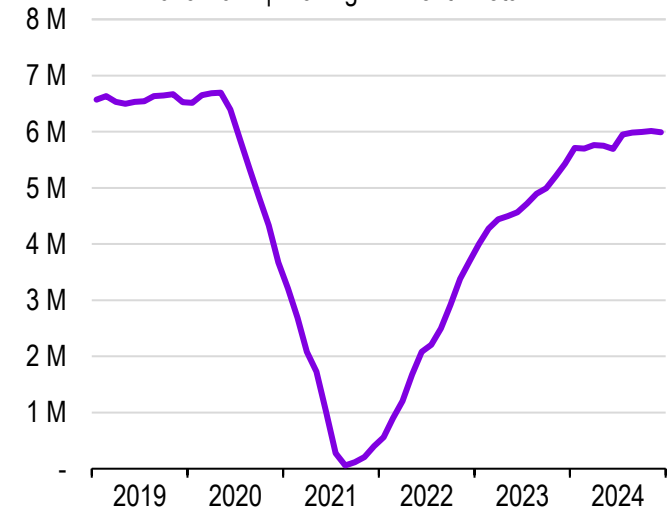
Visitor Volume

2019-2024 | Trailing 12-Month Total



Convention Attendance

2019-2024 | Trailing 12-Month Total



Source: Las Vegas Convention and Visitors Authority

# Visitor Spending Continues to Climb

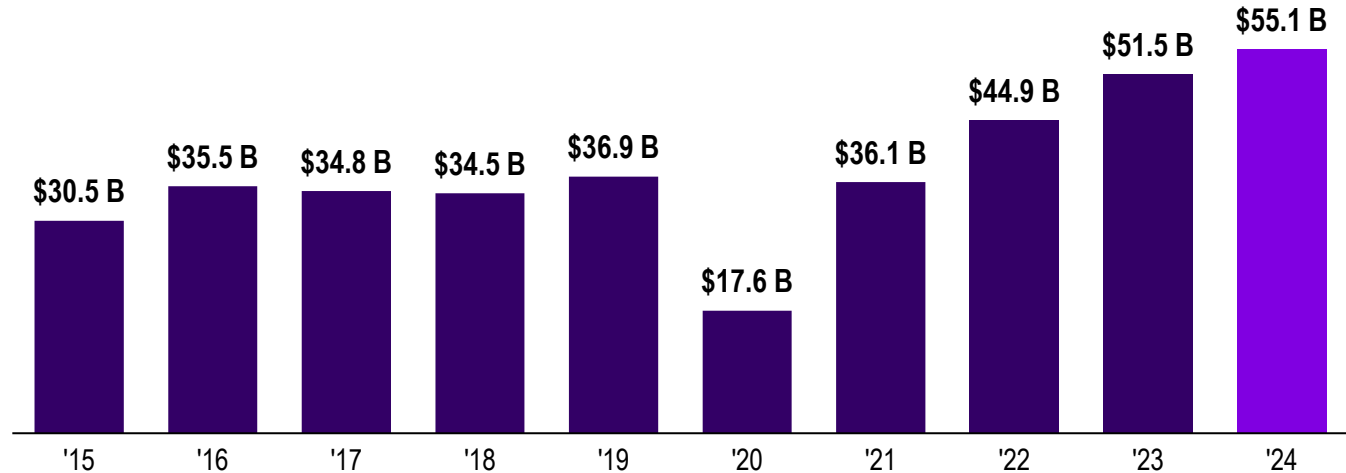
Las Vegas visitor spending grew again in 2024, though the pace of growth was tempered compared to the spending boom that followed the pandemic. Total visitor spending on the year reached \$55.1 billion, up 7.0 percent. By comparison, spending grew by 24.4 percent in 2022 and 14.7 percent in 2023.

Per-visit spending grew to \$1,322 in 2024, 4.8 percent higher than in 2023 and 52.6 percent higher than in 2019. Visitor spending increased for most categories, while spending decreased in gaming, sightseeing and sporting event attendance (excluding the outlier of Super Bowl LVIII).

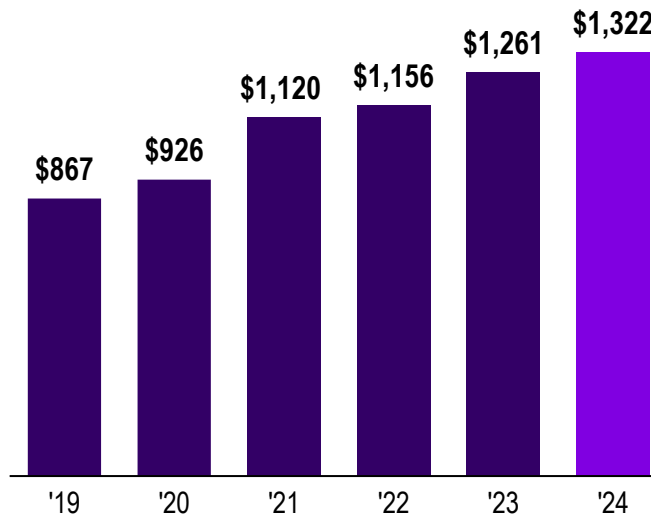
Shopping reported the largest dollar increase, rising from \$249 to \$281 per visitor (+12.8 percent). Spending shares among categories remained mostly stable. The share of spending on shopping increased the most at 1.5 percentage points. The biggest decliner in spending share was gaming.

The decline in gaming share was tied to gaming budgets falling from \$248 to \$244 (-1.4 percent). The dip coincided with a slowdown in the second half of the year at Las Vegas Strip casinos, where year-over-year gaming revenues declined for six straight months to close out 2024. Overall, annual revenue on the Strip decreased \$88.2 million (-1.0 percent).

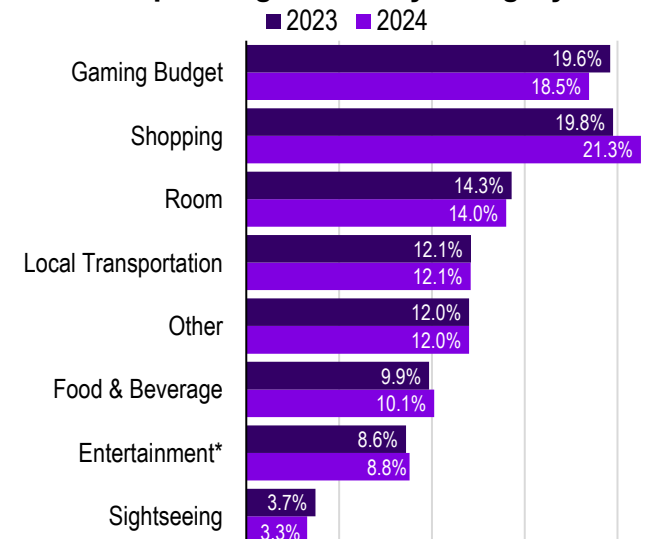
Las Vegas Visitor Spending



Spending Per Visitor



Spending Shares by Category



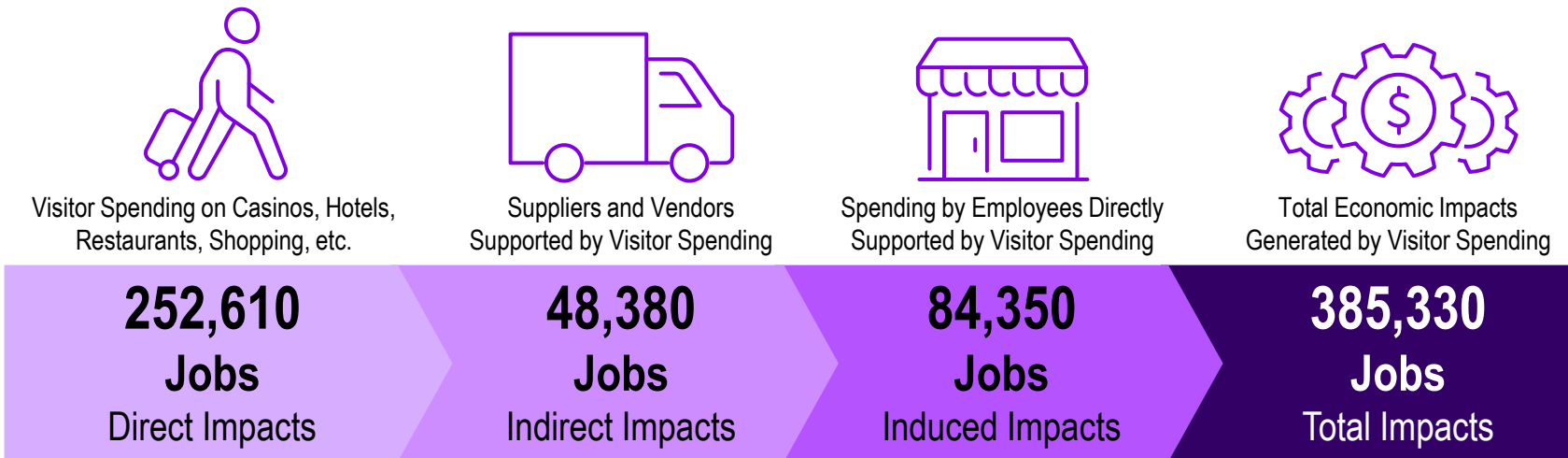
Source: Las Vegas Convention and Visitors Authority, Applied Analysis. Note: Entertainment category includes Paid Attractions and Recreational Activities in 2024.

# Employment Impacts

The tourism workforce in Southern Nevada is the lifeblood of the regional economy. In 2024, industry employment rose by 1.6 percent to 252,610 while total employment related to tourism increased 1.5 percent to 385,330. Compared to 2019, total employment grew by about 8,490 (2.3 percent).

Hotels and casinos directly employed 146,490 workers in Southern Nevada in 2024, a 7.2 percent increase over 2023. The total represented 13.1 percent of regional employment and 14.6 percent of private employment. When factoring in all other tourism-related jobs, the Southern Nevada tourism industry directly employed 22.6 percent of the region's total workforce and 25.2 percent of private sector employment.

Beyond the workers directly supported by visitor spending, additional jobs throughout Southern Nevada were created by the ripple effects of that spending. Indirect, or secondary, impacts are generated by tourism-related businesses contracting with suppliers and other businesses, which in turn have their own employees. Tourism industry employees also spend their earnings throughout the community in their day-to-day lives, supporting other jobs in what are known as induced impacts. In all, the employment impacts of visitor spending totaled 385,330 jobs when indirect and induced impacts are combined with direct impacts.



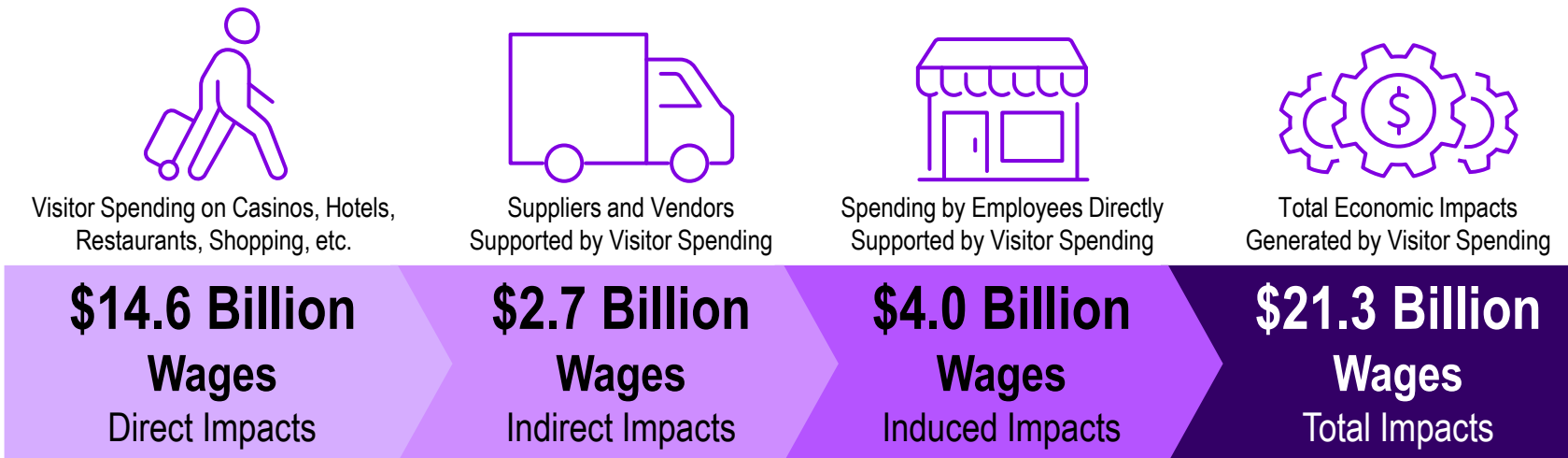
Calculations are based on IMPLAN, an input-output econometric model. Refer to the Methodology section of this analysis for further detail. Values have been rounded and may not sum to total.

# Wage and Salary Impacts

Southern Nevada tourism workers earned direct wages and salaries of \$14.6 billion in 2024, a 5.6 percent increase from 2023. The direct wages earned by the tourism workforce accounted for 20.5 percent of all wages earned in Southern Nevada during the year and 23.5 percent of all earnings among private industry workers.

Each dollar spent by visitors at hotels, restaurants and other locations in Southern Nevada ripples through the economy, creating indirect and induced impacts. These multiply the overall wage impacts of direct visitor spending by generating wages for workers across many sectors of the economy. In 2024, an estimated \$2.7 billion of indirect wages was generated by tourism business suppliers, vendors and other service providers.

As tourism industry employees spend their wages throughout the community at stores, doctor's offices, restaurants, and other local businesses, they generate induced impacts. These induced impacts were estimated at \$4.0 billion in 2024. When the direct, indirect and induced impacts are combined, they total \$21.3 billion in wages and salaries throughout Southern Nevada that were supported by visitor spending. That total accounted for 30.0 percent of all wages paid in Southern Nevada and 34.3 percent of all private wages during the year.

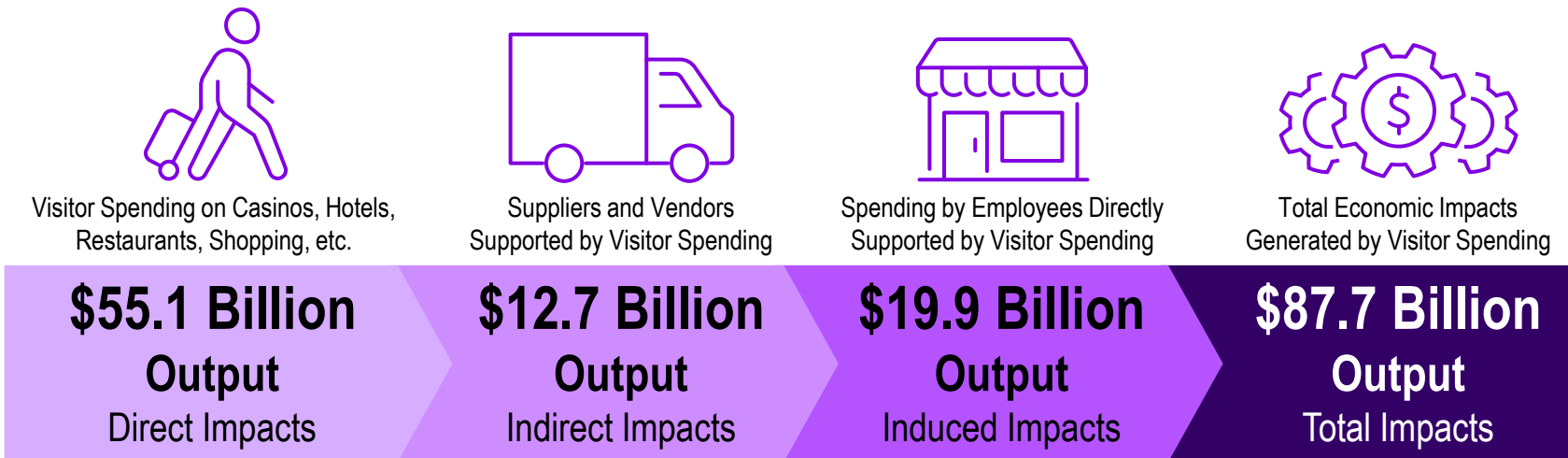


Calculations are based on IMPLAN, an input-output econometric model. Refer to the Methodology section of this analysis for further detail. Values have been rounded and may not sum to total.

# Economic Output Impacts

The direct economic output associated with Southern Nevada's tourism industry in 2024 is equal to the \$55.1 billion of aggregate visitor spending. That total accounted for 30.9 percent of the region's estimated gross domestic product of \$178.4 billion. Although these two concepts are not perfectly aligned, the relationship illustrates the relative size and significant importance of Southern Nevada's tourism industry to the regional economy.

The ripple effects of visitor spending apply to output impacts as they do with employment and wage impacts. The indirect impacts of supplier and vendor activity related to the tourism industry totaled \$12.7 billion, while the induced impacts generated by tourism industry employees totaled \$19.9 billion. When these rippled impacts are combined with the direct spending impacts, the overall impact of visitor spending on the Southern Nevada economy grew to \$87.7 billion (49.2 percent of regional gross product).



Southern Nevada GDP represents 2023 data. Calculations are based on IMPLAN, an input-output econometric model. Refer to the Methodology section of this analysis for further detail. Values have been rounded and may not sum to total.

# Total Economic Impacts

The direct impacts of Southern Nevada's tourism industry and the record spending of the 41.7 million visitors have significant impacts on the region's economy. In 2024, the industry directly accounted for 22.6 percent of regional employment and 20.5 percent of wages earned. Those impacts are magnified when the ripple effects of that direct spending generate additional economic activity. Suppliers of goods and services to businesses in the tourism industry providing food, cleaning supplies, uniforms and other inputs stimulate economic activity and create jobs. Many of these suppliers are based in Southern Nevada, keeping those dollars in the region and stimulating job growth in other sectors of the economy. Additionally, as tourism industry employees spend their wages at local businesses throughout the community, such as grocery stores, movie theaters, doctor's offices and retailers, they spur additional commerce in the local economy known as induced impacts.

Once these indirect and induced impacts of the tourism industry are combined with the direct impacts, the industry accounts for an estimated \$87.7 billion in aggregate economic output (49.2 percent of regional gross product), supporting 385,330 jobs (34.4 percent of regional employment) while generating \$21.3 billion in local wage and salary payments (30.0 percent of total wages and salaries in the region).



**252,610**

**Jobs**

Direct Impacts

**48,380**

**Jobs**

Indirect Impacts

**84,350**

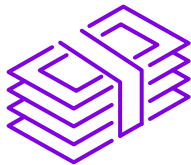
**Jobs**

Induced Impacts

**385,330**

**Jobs**

Total Impacts



**\$14.6 Billion**

**Wages**

Direct Impacts

**\$2.7 Billion**

**Wages**

Indirect Impacts

**\$4.0 Billion**

**Wages**

Induced Impacts

**\$21.3 Billion**

**Wages**

Total Impacts



**\$55.1 Billion**

**Output**

Direct Impacts

**\$12.7 Billion**

**Output**

Indirect Impacts

**\$19.9 Billion**

**Output**

Induced Impacts

**\$87.7 Billion**

**Output**

Total Impacts

Calculations are based on IMPLAN, an input-output econometric model. Refer to the Methodology section of this analysis for further detail. Values have been rounded and may not sum to total.



# Impacts of Conventions and Meetings

Convention attendance held steady at 6.0 million in 2024, a 0.1 percent annual increase compared to 2023. Historically, the convention segment boosts visitation during weekdays and helps keep room occupancy rates high when leisure visitors are less likely to be in town. While 2024 convention attendance remained 10 percent below pre-pandemic levels, Southern Nevada's convention and meeting segment generated notable economic impacts during the year.

The average convention visitor spent \$1,681 per trip, 33.2 percent higher than the \$1,262 spent by the average leisure visitor. Because of their higher average spending profile, convention visitors generate higher per-capita economic impacts in Southern Nevada than leisure visitors.

In 2024 convention visitors spent \$10.1 billion, directly supporting an estimated 46,200 jobs and \$2.7 billion in wages. When the indirect and induced impacts of convention visitor spending are included, the convention sector supported an estimated 70,470 jobs, \$3.9 billion in wages and \$16.0 billion in overall economic output in Southern Nevada, illustrating the segment's importance to the tourism industry.

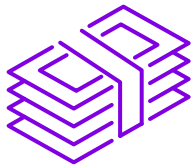


**46,200**  
**Jobs**  
Direct Impacts

**8,850**  
**Jobs**  
Indirect Impacts

**15,430**  
**Jobs**  
Induced Impacts

**70,470**  
**Jobs**  
Total Impacts



**\$2.7 Billion**  
**Wages**  
Direct Impacts

**\$491.1 Million**  
**Wages**  
Indirect Impacts

**\$732.8 Million**  
**Wages**  
Induced Impacts

**\$3.9 Billion**  
**Wages**  
Total Impacts



**\$10.1 Billion**  
**Output**  
Direct Impacts

**\$2.3 Billion**  
**Output**  
Indirect Impacts

**\$3.6 Billion**  
**Output**  
Induced Impacts

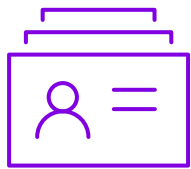
**\$16.0 Billion**  
**Output**  
Total Impacts

Calculations are based on IMPLAN, an input-output econometric model. Refer to the Methodology section of this analysis for further detail. Values have been rounded and may not sum to total.

# Impacts of Las Vegas Convention Center

The Las Vegas Convention Center (“LVCC”) is a key component of Southern Nevada’s convention and meeting segment, hosting about one-fifth of regional convention attendees per year. In 2024, the LVCC hosted 47 conventions\* with a combined attendance of 1.1 million.

The direct impacts of \$1.8 billion in spending by those attendees was 8,420 jobs and \$487.2 million in wages. When the indirect and induced impacts are included, those totals rise to 12,840 jobs, \$710.1 million in wages and \$2.9 billion in economic output.

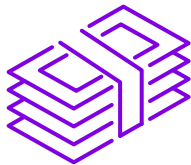


**8,420  
Jobs**  
Direct Impacts

**1,610  
Jobs**  
Indirect Impacts

**2,810  
Jobs**  
Induced Impacts

**12,840  
Jobs**  
Total Impacts



**\$487.2 Million  
Wages**  
Direct Impacts

**\$89.4 Million  
Wages**  
Indirect Impacts

**\$133.5 Million  
Wages**  
Induced Impacts

**\$710.1 Million  
Wages**  
Total Impacts



**\$1.8 Billion  
Output**  
Direct Impacts

**\$422.9 Million  
Output**  
Indirect Impacts

**\$664.0 Million  
Output**  
Induced Impacts

**\$2.9 Billion  
Output**  
Total Impacts

\* Excludes public-invited special events. Calculations are based on IMPLAN, an input-output econometric model. Refer to the Methodology section of this analysis for further detail. Values have been rounded and may not sum to total.

# Methodology and Limitations

## METHODOLOGY

General and industry-specific employment and wage data reported on a quarterly basis were obtained from the U.S. Bureau of Labor Statistics. Baseline travel volume, visitor spending data and room tax collections were obtained from the Las Vegas Convention and Visitors Authority, the Nevada Gaming Control Board, Clark County School District and the Nevada Commission on Tourism. Gross domestic product estimates were obtained from the U.S. Bureau of Economic Analysis.

Beginning in the 2019 fiscal year, the Gaming Control Board implemented new accounting procedures for departmental revenue reporting as follows: with regards to Financial Accounting Standards Board (“FASB”) accounting standards codification 606, revenue from contracts with customers, all non-restricted licensees (public and nonpublic organizations as defined by FASB) were required to follow the new accounting standard when preparing standard financial statements. While the analysis contained herein is reflective of the latest economic activity, there may be modest variances from prior year editions of this report as a result of third-party reporting changes.

To identify the interrelationships in a regional economy, the IMPLAN (Impact Analysis for Planning) software, databases and methodology were used when estimating the economic impacts generated by the Southern Nevada resort and tourism industry. IMPLAN is one of three generally accepted applications used to model industry interrelationships within an economy. The model attempts to demonstrate mathematically how the outputs of one industry become the inputs of other industries.

IMPLAN employs a regional social accounting system that is used to generate a set of balanced accounts and multipliers. The social accounting system is an extension of input-output analysis. Input-output analysis has been expanded beyond market-based transaction accounting to include non-market financial market flows by using a social accounting matrix framework. The model is designed to describe the transfer of money between industries and institutions (e.g., households) and contains both market-based and non-market financial flows, such as inter-institutional transfers. IMPLAN uses regional purchase coefficients generated by complex econometric equations that predict local purchases based on a region’s characteristics. In this case, the region is Clark County, Nevada. Output from the model includes descriptive measures of the economy including total industry output, employment and value-added contributions for over 500 industries.

## ANALYSIS LIMITATIONS

This analysis used the best available data to analyze the economic impacts of Southern Nevada’s tourism industry. It relies heavily on data reported by third-party data providers; and, although we have no reason to doubt the accuracy of these data, they have not been subjected to any auditing or review procedures by Applied Analysis. Input-output models, as is the case with all economics-based models, are not without their limitations. The static model used in this analysis, IMPLAN, for example, assumes that capital and labor are used in fixed proportions. This means that for every job lost or created, a fixed change in investment, income and employment will result. In reality, developers, operators, consumers and governments deal with a changing economy in very complex ways, constantly altering their mix of capital, labor and levels of investment. Finally, it is important to note that this is a preliminary undertaking that will be supplemented by on-going and future analyses. This report is not intended to be comprehensive and may not be appropriate for all purposes.