

**LVCVA Summary of Monthly Tourism Indicators for Las Vegas, NV**  
**For Calendar Year 2025**

As of January 29, 2026

LAS VEGAS CONVENTION AND VISITORS AUTHORITY (LVCVA)

Compiled by the LVCVA Research Center

<b>Tourism Indicators</b>	<b>Jan 2025</b>	<b>Feb 2025</b>	<b>Mar 2025</b>	<b>Apr 2025</b>	<b>May 2025</b>	<b>Jun 2025</b>	<b>Jul 2025</b>	<b>Aug 2025</b>	<b>Sep 2025</b>	<b>Oct 2025</b>	<b>Nov 2025</b>	<b>Dec 2025</b>	<b>2025 YTD</b>
<b>Visitor Volume</b>	3,344,600	2,973,300	3,386,800	3,335,900	3,418,700	3,094,800	3,089,300	3,171,500	3,091,400	3,409,100	3,141,600	3,091,500	38,545,700
<b>Convention Attendance</b>	628,800	615,400	533,900	573,600	511,200	374,600	278,400	587,300	428,400	603,600	547,000	306,000	5,988,200
<b>Available Room Inventory</b>	150,325	150,509	150,757	150,818	150,909	150,220	149,410	149,653	150,059	150,126	149,971	150,300	150,300
<b>Total Occupancy</b>	81.9%	80.5%	82.9%	84.5%	83.0%	78.7%	76.1%	77.5%	78.7%	83.7%	79.4%	76.1%	80.3%
Weekend Occupancy	85.6%	86.4%	90.8%	93.8%	89.9%	87.6%	88.8%	87.2%	90.3%	92.7%	88.3%	84.6%	88.8%
Midweek Occupancy	80.2%	77.7%	79.7%	81.2%	79.3%	75.5%	70.9%	72.2%	74.4%	80.1%	75.0%	73.2%	76.6%
Strip Occupancy	85.0%	83.5%	85.8%	87.6%	85.3%	81.9%	79.5%	81.0%	81.3%	86.0%	82.0%	79.1%	83.2%
Downtown Occupancy	71.3%	67.5%	70.0%	72.0%	74.8%	62.5%	63.0%	62.2%	67.4%	75.2%	66.4%	58.4%	67.5%
<b>Average Daily Room Rate (ADR)</b>	\$187.69 r	\$186.16	\$183.86	\$190.27	\$198.20	\$163.64	\$154.76	\$162.38	\$190.56	\$203.88	\$193.04	\$183.87	\$183.52
Strip ADR	\$201.48 r	\$198.69	\$196.16	\$203.17	\$212.46	\$174.31	\$164.57	\$172.81	\$206.54	\$219.56	\$208.39	\$197.06	\$196.54
Downtown ADR	\$95.01 r	\$96.32	\$100.31	\$100.87	\$109.39	\$87.55	\$87.69	\$90.15	\$98.83	\$108.43	\$94.08	\$101.78	\$97.98
<b>Revenue Per Available Room (RevPAR)</b>	\$153.72 r	\$149.86	\$152.42	\$160.78	\$164.51	\$128.78	\$117.77	\$125.84	\$149.97	\$170.65	\$153.27	\$139.92	\$147.30
Strip RevPAR	\$171.26 r	\$165.91	\$168.31	\$177.98	\$181.23	\$142.76	\$130.83	\$139.98	\$167.92	\$188.82	\$170.88	\$155.87	\$163.52
Downtown RevPAR	\$67.74 r	\$65.02	\$70.22	\$72.63	\$81.82	\$54.72	\$55.24	\$56.07	\$66.61	\$81.54	\$62.47	\$59.44	\$66.14
<b>Total Room Nights Occupied</b>	3,818,300	3,394,000	3,875,900	3,825,500	3,884,800	3,546,600	3,524,500	3,596,400	3,540,900	3,895,800	3,574,400	3,547,800	44,019,400
<b>Total En/Deplaned Passengers</b>	4,365,745 r	4,012,454	4,845,763	4,716,039	4,988,872	4,727,462	4,773,905	4,567,908	4,451,690 r	4,892,374	4,275,503	4,370,832	54,988,547
<b>Avg. Daily Auto Traffic: All Major Highways</b>	117,897 e	122,018 e	135,402 e	139,666 e	136,063 e	139,098 e	N/A *	N/A *	130,564 e	134,190	133,606	132,343	132,085 e
Avg. Daily Auto Traffic: I-15 at NV/CA Border	39,533	37,948	42,253	44,023	45,215	46,036	N/A *	N/A *	43,101	43,194	46,040	45,665	43,301
<b>Gaming Revenue : Clark County</b>	\$1,265,337,000	\$1,063,321,000	\$1,111,714,000	\$1,067,462,000	\$1,119,539,000	\$1,158,845,000	\$1,155,076,000	\$1,033,446,000	\$1,097,996,000	\$1,168,585,000	\$1,187,197,000	1,259,710,000	\$13,688,228,000
Gaming Revenue: Las Vegas Strip	\$840,083,000	\$690,328,000	\$681,669,000	\$646,870,000	\$713,767,000	\$765,291,000	\$749,081,000	\$679,361,000	\$687,811,000	\$748,885,000	\$784,321,000	827,733,000	\$8,815,200,000
Gaming Revenue: Downtown	\$83,754,000	\$72,464,000	\$85,033,000	\$83,632,000	\$66,353,000	\$73,155,000	\$74,420,000	\$63,247,000	\$89,209,000	\$86,613,000	\$87,160,000	86,101,000	\$951,141,000
Gaming Revenue: Boulder Strip	\$87,380,000	\$74,704,000	\$86,324,000	\$89,892,000	\$77,798,000	\$87,345,000	\$84,760,000	\$71,272,000	\$83,328,000	\$78,643,000	\$79,458,000	95,747,000	\$996,651,000
<b>Room Tax / LVCVA's Portion <sup>1</sup></b>	\$33,622,194	\$27,566,508	\$31,368,968	\$32,629,320	\$33,452,788	\$24,603,391	\$23,348,699	\$25,575,712	\$28,804,726	\$34,630,032	\$28,651,086	N/A	N/A

<b>Change from Previous Year</b>	<b>Jan 2025</b>	<b>Feb 2025</b>	<b>Mar 2025</b>	<b>Apr 2025</b>	<b>May 2025</b>	<b>Jun 2025</b>	<b>Jul 2025</b>	<b>Aug 2025</b>	<b>Sep 2025</b>	<b>Oct 2025</b>	<b>Nov 2025</b>	<b>Dec 2025</b>	<b>2025 YTD</b>
<b>Visitor Volume</b>	-1.1%	-11.9%	-7.8%	-5.1%	-6.5%	-11.3%	-12.0%	-6.7%	-8.8%	-4.4%	-5.2%	-9.2%	-7.5%
<b>Convention Attendance</b>	12.8%	-19.5%	10.2%	13.9%	10.7%	-10.7%	10.7%	-8.0%	-18.7%	7.9%	-0.2%	9.6%	-0.1%
<b>Available Room Inventory</b>	-3.7%	-3.6%	-3.5%	-2.5%	-2.0%	-2.3%	-1.9%	-0.7%	-0.4%	-0.3%	-0.6%	-0.2%	-0.2%
<b>Total Occupancy</b>	3.0	-3.4	-2.4	-1.0	-3.1	-6.5	-7.6	-3.7	-5.2	-2.0	-2.0	-5.8	-3.3
Weekend Occupancy	2.0	-3.9	-1.0	0.4	-3.5	-3.7	-4.4	-3.0	-0.1	-1.9	-0.8	-4.3	-2.0
Midweek Occupancy	3.2	-3.3	-2.5	-1.4	-3.2	-7.1	-8.9	-4.7	-6.7	-2.5	-1.9	-6.3	-3.8
Strip Occupancy	3.3	-3.1	-2.5	-0.4	-3.2	-6.4	-7.0	-3.6	-5.7	-1.8	-2.3	-6.2	-3.2
Downtown Occupancy	4.9	-3.6	0.7	-2.6	-1.3	-7.0	-4.8	-3.1	-6.7	-5.2	-3.8	-8.7	-3.5
<b>Average Daily Room Rate (ADR)</b>	-1.9%	-25.0%	3.1%	4.4%	-2.2%	-6.6%	-3.4%	-7.4%	-2.9%	-6.0%	-2.9%	-5.1%	-5.0%
Strip ADR	-1.3%	-26.2%	3.9%	4.5%	-1.2%	-6.7%	-3.4%	-7.1%	-1.5%	-5.5%	-1.9%	-4.6%	-4.7%
Downtown ADR	-5.2%	-7.4%	-0.7%	4.7%	-12.4%	-2.3%	-3.4%	-8.9%	-7.9%	-10.9%	-10.0%	-2.5%	-5.9%
<b>Revenue Per Available Room (RevPAR)</b>	1.9%	-28.1%	0.2%	3.2%	-5.7%	-13.8%	-12.1%	-11.7%	-9.0%	-8.2%	-5.2%	-11.8%	-8.8%
Strip RevPAR	2.6%	-28.9%	1.0%	4.0%	-4.8%	-13.5%	-11.2%	-11.1%	-7.9%	-7.4%	-4.6%	-11.5%	-8.2%
Downtown RevPAR	1.8%	-12.1%	0.3%	1.0%	-13.9%	-12.2%	-10.2%	-13.3%	-16.2%	-16.7%	-14.8%	-15.2%	-10.6%
<b>Total Room Nights Occupied</b>	0.0%	-10.7%	-6.1%	-3.6%	-5.5%	-9.7%	-10.7%	-5.2%	-6.7%	-2.7%	-2.9%	-7.3%	-5.9%
<b>Total En/Deplaned Passengers</b>	0.4%	-7.5%	-3.9%	-3.4%	-3.9%	-6.3%	-5.7%	-5.9%	-6.4%	-8.2%	-9.6%	-10.3%	-5.9%
<b>Avg. Daily Auto Traffic: All Major Highways</b>	2.7%	2.2%	1.8%	5.4%	-0.7%	0.9%	N/A	N/A	2.5%	0.0%	2.4%	-0.8%	1.1%
Avg. Daily Auto Traffic: I-15 at NV/CA Border	3.1%	-0.1%	-3.1%	7.7%	-5.0%	-4.3%	N/A	N/A	3.4%	0.3%	2.5%	-4.0%	-1.7%
<b>Gaming Revenue : Clark County</b>	13.3%	-9.7%	-1.8%	-1.1%	-2.5%	3.5%	3.2%	5.3%	-2.9%	5.0%	2.0%	-2.2%	0.9%
Gaming Revenue: Las Vegas Strip	22.4%	-13.8%	-4.8%	-2.9%	-3.9%	0.9%	5.6%	5.5%	-5.5%	8.2%	-0.6%	-6.1%	0.0%
Gaming Revenue: Downtown	-2.3%	-4.9%	11.6%	1.0%	-11.4%	10.5%	3.6%	8.3%	-2.0%	-0.2%	10.3%	4.7%	2.1%
Gaming Revenue: Boulder Strip	-6.2%	-1.3%	10.2%	8.1%	-8.4%	19.3%	-1.1%	9.9%	3.6%	-8.9%	20.0%	9.0%	3.9%
<b>Room Tax / LVCVA's Portion <sup>1</sup></b>	5.2%	-27.0%	-3.4%	3.4%	-5.9%	-15.2%	-17.3%	-10.7%	-11.0%	-5.5%	-4.8%	N/A	N/A

Sources: Las Vegas Convention and Visitors Authority; Harry Reid International Airport; Nevada Department of Transportation (NDOT); NV Gaming Control Board  
 \* Excludes Jul-Aug 2025 data due to incomplete traffic counts related to road construction on I-15 in Primm.

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.  
 Inherent variability in survey sampling and occasional variations in survey participants can affect monthly and year-over-year comparisons.  
<sup>1</sup> – Room Tax amounts exclude portions dedicated to Las Vegas Convention Center expansion funding from SB-1 legislation.

e - estimate; r - revised

For more information, visit [www.lvcva.com/stats-and-facts/](http://www.lvcva.com/stats-and-facts/).

May not foot due to rounding