

REPEAT VISITORS ENCOURAGE TOURISM IN LAS VEGAS



A report of the Convention and Visitors Authority suggests that Las Vegas trips have become noticeably pricier these days. Still, people keep coming back—repeat visits are driving tourism in Las Vegas, as noted in the Visitor Profile from Vegas.

That same profile, which sort of tracks how guest habits are shifting, shows something surprising: lodging prices hit a new high in 2024. In most cases, a room now costs about \$179 a night—a jump of 57% from before the pandemic. There are roughly 150,612 available hotel rooms around, and they're filling up at an 83.6% rate.

When it comes to food and drink, things seem even more intense. People are shelling out an average of \$615 on meals and beverages. To put it plainly, that's a leap from around \$410.7 in 2019 and \$462.4 in 2021. **And then gambling visitors spent about \$820 in 2024, compared to \$591 back in 2019, showing a clear upward trend.**

A neat bit of information is that most visitors aren't first-timers. In 2024, only about 14% of the 41.7 million guests were new, quite different from 2019, when roughly 25% were taking their inaugural trip. Clearly, the city thrives on repeat business, and that's a good thing for Vegas.

There are also noticeable generational twists. Millennials tend to stick around the city center more than older folks. They spend roughly \$62.8 on entertainment—roughly \$7 extra compared to Gen X, though still \$10 shy of what Baby Boomers pay. Meanwhile, Gen Z shows a clear preference toward non-gaming experiences, spending an average of \$93.5 on those.

The American Gaming Association remarked that the average age of casino-goers nationwide slipped from 50 to 42 since the pandemic hit. This change definitely shakes up tourism in Las Vegas, mainly because millennials now make up the largest segment.

Visitors from the West have also maintained their solid presence. Roughly one-third of all tourists come from California alone, and if you add up states like Arizona and Utah, that's another quarter of the crowd.

Overseas, the picture remains somewhat steady at 12% of total visitors—just a tad below what was seen before the pandemic. Still, international travelers tend to spend a lot more: around \$270 extra on food and drinks, another \$140 on shopping, and even an additional \$24 per night on their stays.

Oddly enough, international visitors didn't spend more on sporting events than Americans did last year.

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