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Nevada’s Tourism Industry Generates Nearly \$100 Billion in Statewide Economic Activity in 2024

Report Details the Impacts of Nevada’s Largest Industry, Employer, Taxpayer and Contributor to Economic Activity

LAS VEGAS – Nevada’s largest industry generated nearly \$100 billion in statewide economic activity; supported 437,000 jobs; and paid approximately \$2.4 billion in industry-specific taxes in 2024, according to the Nevada Resort Association’s *2025 The Facts* report. All of these indicators are up significantly from the *2023 The Facts* report.

Published every odd year in line with the state legislative session, *The Facts* provides a comprehensive look into the contributions of the state’s largest industry through employment, capital investment, tax revenue, philanthropic activities and environmental sustainability initiatives, among other key economic indicators. The Resort Association retained Applied Analysis, a Nevada-based economic research and analysis firm, to compile data and produce the report.

According to the report, Nevada’s largest industry is responsible for:

- \$98 billion in total economic impact* (37 percent of the state’s total gross domestic product)
- 436,600 total jobs supported* (28 percent of the state’s total employment)
- \$24.4 billion in total wage and salary payments*
- Paying \$2.4 billion in industry-specific taxes and fees (more than any other Nevada industry)
- Generating 34 percent of the state’s general fund revenue
- \$18 billion in current or planned major tourism-related capital investment projects
- \$15.8 billion in gaming revenue (FY24)
- Millions of dollars donated to local nonprofits.

***Note:** Numbers include direct, indirect and induced economic impacts as calculated by Applied Analysis and the IMPLAN system.

“A strong tourism industry fuels job creation, allows small businesses to thrive, generates vital tax revenue for state and local governments, fosters capital investments and strengthens community organizations,” said John Maddox, chair of the Nevada Resort Association Board of Directors. “In addition to our substantial economic contributions, we take great pride in our work with local nonprofits and as leaders in environmental sustainability. As outlined in this report, we are dedicated to making a meaningful, lasting impact – enhancing lives today while building a stronger, more sustainable future for Nevada.”

The Facts includes a robust section on the industry's social impacts, detailing the industry's many charitable contributions, community engagement activities and commitment to environmental sustainability. Resort companies donate millions of dollars to local nonprofits each year, support and promote employee volunteerism programs and provide in-kind donations of much-needed goods and services to organizations in need. In addition, the resort industry continues to lead the way in environmental sustainability, implementing water conservation and energy reduction programs, utilizing renewable energy sources and recycling and diverting materials and waste from landfills.

As the state's largest employment sector, the industry insures the largest number of employees. The resort industry spends the most on health insurance premiums among any industry in Nevada. On average, the industry spends more than \$4,800 per employee on health benefits.

Nevada's gaming industry remains the largest contributor of state and local taxes for the state. The tourism industry is responsible for roughly \$2.4 billion in industry-specific taxes and fees, such as gross gaming taxes, live entertainment taxes and room taxes, that support state and local governments. In fiscal year 2024, the industry contributed \$2 billion or 34 percent to the state's general fund. According to the report, the industry's contributions ensure a low-burden tax environment for all Nevadans by reducing each household's tax burden by approximately \$3,052.

In addition, the 76-page report highlights the significant ripple effect on other businesses supplying goods and services to the resort industry and evaluates the induced impact of spending in the community by hospitality employees.

“As you read through the report, it's clear that the tourism industry is a vital engine of economic growth, creating a far-reaching ripple effect across the community,” said Virginia Valentine, president and CEO of the Nevada Resort Association. “Our industry spends millions of dollars on goods and services with local vendors, including small businesses. Leisure and hospitality employees flow back their wages into the economy, supporting neighborhood restaurants, grocery stores, barber shops, salons, dry cleaners, and more. This continuous cycle of investment and reinvestment fuels local businesses, creates jobs, and strengthens the foundation of our community.”

Detailed information on these subjects and much more can be found in *The Facts 2025*. Available online at [2025 The Facts](#).

About the Nevada Resort Association

Established in 1965, the Nevada Resort Association (NRA) is the primary advocacy voice for Nevada's gaming and resort industry, representing more than 70 gaming resorts across the state. Nevada's largest industry generates a total annual economic impact of nearly \$100 billion, contributes 34 percent of the state's general fund revenue and supports 28 percent of all Nevada's jobs. The NRA monitors government and regulatory activities in Nevada and provides information, perspective and industry insight for decision makers throughout the state. For more information, please visit www.nevadaresorts.org or follow us on social media @NevadaResorts.

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