MARKET REPORT

HVS Las Vegas Casino & Hotel Market Outlook 2026

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The *Las Vegas Casino & Hotel Market Outlook 2026* offers a comprehensive view into how the city's evolving visitation patterns, shifting traveler behaviors, and diversified demand drivers are influencing performance across hotels, gaming, entertainment, and major event venues.

While Las Vegas experienced moderation in several key performance metrics in 2025 relative to 2024, the market demonstrated continued resilience, supported by a strong calendar of major events, sports-related visitation, and a diversified entertainment offering. Although overall visitation levels and occupied room nights remain below historical peak volumes, market performance has increasingly been driven by higher per-visitor spending, premium experiences, and event-related demand rather than by volume alone. In 2026, Las Vegas is expected to maintain solid operating fundamentals, with growth patterns continuing to normalize following the post-pandemic rebound.

This year's report explores how these factors intersect to shape hotel performance, gaming revenue trends, transportation dynamics, and the future of large-scale entertainment. It also highlights how new venues, infrastructure projects, and emerging demand generators are poised to redefine the market's competitive landscape.

Whether you're an investor, operator, developer, or industry stakeholder, this Outlook delivers the insight needed to understand where the market is heading and how to position for the opportunities ahead.

Click below to request a copy of the full report.



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