



RESEARCH BRIEF | AUGUST 2026

DOWNTOWN LAS VEGAS

ANNUAL VISITOR POWER

Urban core: Sahara Ave | I-15 | U.S. 95/11 | Maryland Pkwy



THE DISTRICTS AND DESTINATIONS

Fremont Street | Fremont East | Arts District | Symphony Park
North Premium Outlets | The STRAT
The Mob Museum | The Neon Museum

These are destination visits, not 52.6 million different people.



The annual visitation breakdown

Best available annual counts and defensible modeled ranges

DESTINATION	ANNUAL VISITS	DAILY AVG.
Fremont Street Experience	24-26M	65,800-71,200
Las Vegas North Premium Outlets	10-12M	27,400-32,900
Fremont East	7.3M	20,000
Arts District	4.8M	13,200
The STRAT resort + tower	2.5-3.5M	6,800-9,600
Symphony Park	0.8-1.0M	2,200-2,700
The Mob Museum	400,000+	1,096+
The Neon Museum	221,017	605

RELATIVE ANNUAL VISITS



COMBINED ANNUAL DESTINATION VISITS

50.0M-55.2M

MIDPOINT: 52.6M

Fremont anchors Downtown

FREMONT STREET EXPERIENCE

24-26M

Annual visits to the five-block pedestrian mall. Current FSE materials report more than 24M; other reporting places it near 26M.

[1][2]

FREMONT EAST

7.3M

Non-resident district visits from Aug. 1, 2025 through July 31, 2026, based on Placer.ai data supplied by Clark County.

[3]

FREMONT EAST VISITOR MIX

3.3M OUT-OF-MARKET

4.0M LOCAL / REGIONAL

Out-of-market is the stronger tourism proxy. Non-resident also includes Valley residents who live outside the district.

WHAT THE VISITATION COUNTS CAPTURE

A broad measure of Downtown's drawing power

The district counts capture visits made by tourists, Las Vegas Valley residents and repeat visitors throughout the year. They show how much sustained activity these destinations generate.

WHY VISITS ARE THE RIGHT MEASURE HERE

Annual visits are a useful measure for restaurants, retailers, attractions, events and development. A person who returns several times creates several visits and contributes additional economic activity each time.

Two museums, 621,000-plus visits

THE MOB MUSEUM

400,000+

The museum's current media materials report more than 400,000 annual guests at its Downtown Las Vegas location.

[17]

THE NEON MUSEUM

221,017

Total FY2025 attendance reported in the museum's official annual report. This is an actual attendance count, not a modeled estimate.

[18]

COMBINED CULTURAL DRAW

621,017+

ANNUAL MUSEUM VISITS

Equivalent to more than 1,700 visits per day before counting other Downtown cultural venues.

WHY THESE NUMBERS MATTER

The Mob Museum and Neon Museum are ticketed attractions with published attendance, making them especially strong evidence of Downtown's year-round cultural traffic. Their visitors support nearby restaurants, retail, parking, transit and other attractions before and after each museum visit.

A CONSERVATIVE ADDITION TO THE TOTAL

The report adds only the museums' published attendance to the existing destination total. It does not add the Neon Museum's reported 30,000-plus annual turnaways, so the estimate remains conservative.

Culture, shopping and skyline

ARTS DISTRICT

4.8M

Non-resident visits; 2.0M were out-of-market. This captures everyday dining, bars, galleries, breweries, shops and events.

[3][4]

SYMPHONY PARK

0.8-1.0M

Modeled district range using Smith Center, DISCOVERY museum, Lou Ruvo, hotel, dining and public-space activity.

[5][6][7][8][14][15][16]

NORTH PREMIUM OUTLETS

10-12M

Commercial visitor estimate for the 180-store center. Simon does not publish a current owner-confirmed annual count.

[9][10]

THE STRAT

2.5-3.5M

Modeled resort-wide range covering hotel guests, casino traffic, observation tower, attractions and restaurants.

[11][12]

SYMPHONY PARK BUILD-UP

541,483

Smith Center annual visits in a 2024 Placer.ai-based feasibility study

235,000+

DISCOVERY Children's Museum visitors in FY2025

441

rooms in the new AC Hotel and Element dual-branded property

100,000+

annual Las Vegas Market attendee visits next door at World Market Center

THE STRAT + TOP OF THE WORLD

190,842 MEALS SERVED AT TOP OF THE WORLD

Restaurant Business reported approximately \$25.8M in annual sales and 190,842 meals served. This confirms exceptional volume, although it does not establish the restaurant as Las Vegas' definitive number-one busiest restaurant.

[13]

Methodology and sources

HOW TO READ THIS REPORT

Published counts are used wherever available. Modeled ranges are used only where property owners do not disclose annual attendance. Combined visits are counted across locations and include overlap, repeat visitors, locals and tourists.

PRIMARY AND SUPPORTING SOURCES

1	Fremont Street Experience - About Us	vegasexperience.com	10	Occupi - North Premium Outlets visitor estimate	getoccupi.com
2	Las Vegas Review-Journal - Fremont Street history	www.reviewjournal.com	11	Golden Entertainment - Q1 2025 investor presentation	goldenent.com
3	News 3 - Clark County Placer.ai district counts	news3lv.com	12	Las Vegas Review-Journal - STRAT occupancy reporting	www.reviewjournal.com
4	RTC - Downtown Las Vegas Pedestrian Circulation Study	assets.rtcsv.com	13	Restaurant Business - Top of the World 2024	www.restaurantbusinessonline.com
5	The Smith Center - Why Give	thesmithcenter.com	14	STAT - Lou Ruvo Center patient volume	www.statnews.com
6	Santa Fe feasibility study - Placer.ai venue comparison	santafenm.gov	15	City of Las Vegas - Symphony Park	www.lasvegasnevada.gov
7	DISCOVERY Children's Museum - FY2025 Annual Report	discoverykidslv.org	16	Hotel Dive - AC Hotel and Element opening	www.hoteldive.com
8	World Market Center - About	www.wmclv.com	17	The Mob Museum - current annual attendance	themobmuseum.org
9	Simon - Las Vegas North Premium Outlets property page	business.simon.com	18	The Neon Museum - FY2025 Annual Report	view.publitas.com

GREATER DOWNTOWN LAS VEGAS: AN ESTIMATED 52.6 MILLION ANNUAL VISITS