

VEGAS MARKET UPDATE

THE OOH MARKET INTELLIGENCE REPORT

MARKET INSIGHTS

Tourism, trends and audience movement shaping Las Vegas

VEGAS EVENTS

Conventions, sports and entertainment driving exposure

CAMPAIGN SPOTLIGHTS

Real results from real Outdoor Solutions clients

AGENCY PARTNER CORNER

Tools, resources and white-label solutions

**YOUR PARTNER. YOUR
MARKET. YOUR AUDIENCE.**



— LETTER FROM LEADERSHIP —

A Market Like No Other. Opportunities Like No Other.

Las Vegas continues to be one of the most dynamic and influential markets in the world. From record-breaking visitor numbers to a calendar packed with global events, our city delivers unmatched exposure for brands looking to connect with high-value audiences.

At Outdoor Solutions, we go beyond traditional OOH. We combine deep market knowledge, vendor relationships and creative execution to deliver campaigns that drive measurable impact.

Thank you to our clients and agency partners for trusting us to bring your brands to life in unforgettable ways.

Michael Skenandore

Michael Skenandore
President, Outdoor Solutions

Dave Yacullo

Dave Yacullo
Chairman, Outdoor Solutions



**Q2 2025
APRIL - JUNE**

LETTER FROM LEADERSHIP

A Market Like No Other. Opportunities Like No Other.

Las Vegas continues to be one of the most dynamic and influential markets

YOUR BRAND RIGHT HERE. RIGHT NOW.

OUTDOOR SOLUTIONS BY THE NUMBERS

-  **24+ YEARS**
OOH EXPERIENCE
-  **500+**
CAMPAIGNS ANNUALLY
-  **ALL FORMATS**
ALL MARKETS
-  **ONE PARTNER**
ENDLESS POSSIBILITIES

EXPERIENTIAL INTEGRATION
OOH and experiential activations create unforgettable moments.

SUSTAINABILITY FOCUS
Brands are choosing OOH for its efficiency and long-lasting impact.

CONVENTION MARKETING
Exposure before, during and after events drives measurable ROI.

MEDIA PLAN

- Digital Billboards
- Spectaculars
- Wrapped Buses
- Airport Displays
- Taxi Tops

RESULTS

-  **75M+**
IMPRESSIONS
-  **89%**
TARGET AUDIENCE REACH
-  **2.3X**
INCREASE IN BRAND SEARCH LIFT

IT'S EXPERIENCED. MEASURABLE. IT WORKS."



LAS VEGAS MARKET SNAPSHOT

LAS VEGAS
IS ALWAYS
ON.



 Sources: LVCVA 2025 FAQs and Research; Nevada Gaming Control Board.



WHY IT MATTERS

Las Vegas delivers one of the highest concentrations of valuable, travel-driven audiences in the world. OOH is the most effective way to reach them where they move, meet, stay and play.



WHAT THIS MEANS FOR YOUR CAMPAIGNS

- ✓ Build around audience movement: airport arrivals, Strip traffic and resort corridors.
- ✓ Use short-flight high-impact formats around conventions and stadium weekends.
- ✓ Align creative with timing, context and the moment your brand wants to own.



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SCHEDULE A
MARKET BRIEFING



LAS VEGAS MOMENTUM IS BUILDING.

The market continues to prove its resilience, powered by tourism, sports, conventions, global events and new lifestyle sectors like wellness.



#1

U.S. CONFERENCE CITY



221

FUTURE EVENTS BOOKED



480K

PROJECTED ROOM NIGHTS



5TH

BUSIEST AIRPORT GLOBALLY



24.5K

JOBS ADDED YOY



\$231.7M

CAPITAL INVESTMENT



2.5M

SQ. FT. EXPANSION SPACE



2.42M

CLARK COUNTY RESIDENTS



WHY IT MATTERS FOR OOH

A stronger, more diversified market creates more moments for brands to be seen: arrivals, meetings, sports weekends, conventions, entertainment districts, hospitality corridors, new neighborhoods and community gathering places.

MARKET SIGNALS TO WATCH

Recent headlines point to continued opportunity across tourism, sports, meetings and high-value visitor experiences.



TOURISM RESILIENCE

Even with a visitation dip, analysts continue to point to tourism as Southern Nevada's core economic driver.



CONVENTION STRENGTH

Las Vegas ranked No. 1 among U.S. conference cities; LVCVA group sales booked 221 future events and 480K projected room nights.



SPORTS MEGA-MARKET

F1 extended through 2037, with the 2027 College Football Playoff title game and Pac-12 hoops also secured.



WELLNESS ECONOMY

Luxury wellness, longevity, spa and recovery concepts are becoming a bigger part of the Vegas experience mix.



GLOBAL VISITOR DRAW

Downtown casinos attracted 75K Canadians through an exchange-rate promotion, generating hotel nights and gaming activity.



CITY BRAND POWER

Las Vegas ranked No. 7 among America's best cities and continues to build toward 2030 with major development momentum.



MAJOR MOMENTS AHEAD.

**LAS VEGAS
IS ALWAYS
ON.**

Plan OOH around Las Vegas' biggest conventions, sports and entertainment audiences.



MAJOR CONVENTIONS & CONFERENCES

AUGUST – DECEMBER 2026

EVENT	DATES	AUDIENCE
➤ MAGIC Las Vegas	Aug 10–12	26K+
➤ SuperZoo	Aug 12–14	22K+
➤ VMware Explore	Aug 31–Sep 3	25K+
➤ G2E	Sep 28–Oct 1	25K+
➤ NACS Show	Oct 6–9	26K+
➤ IMEX America	Oct 13–15	17K+
➤ HR Tech / NBAA-BACE	Oct 20–22	10K+ / 17K+
➤ FABTECH	Oct 21–23	42K+
➤ Oracle AI World / SuiteWorld	Oct 25–29	20K+ / 24K
➤ SupplySide Global	Oct 26–30	18K+
➤ SEMA / AAPEX	Nov 3–6 / 3–5	143K+ / 119K+
➤ RE+	Nov 16–19	37K+
➤ AWS re:Invent	Nov 30–Dec 4	60K+
➤ MJBizCon	Dec 1–4	Major B2B 25,000+
➤ CES 2027	Jan 6–9	130,000+
➤ SHOT Show 2027	Jan 19–22	20,000+
➤ World of Concrete 2027	Jan 20–22	40,000+
➤ World Market Center (Winter & Summer Markets)	—	35,000+



SPORTS & ENTERTAINMENT

AUGUST – DECEMBER 2026



Raiders Home Season

Sep 13; Oct 4, 18, 25; Nov 15; Dec 13, 20, 27



UNLV Football

Aug 29; Oct 3, 10, 31; Nov 7, 28



Usher + Chris Brown

Sep 5, 6 & 18 | Allegiant Stadium



Foo Fighters

Sep 26 | Allegiant Stadium



PBR Team Series Championship

Nov 6–8 | T-Mobile Arena



Vegas Golden Knights

Home games Oct–Dec | T-Mobile Arena



Formula 1 Las Vegas GP

Nov 19–21 | Strip Circuit



Players Era / Duke vs UConn

Nov 24–28 | T-Mobile Arena



Luke Bryan + Jason Aldean

Dec 11 | Allegiant Stadium



Major Concerts & Residencies

Ongoing | Strip resorts & arenas



WHY IT'S AN OPPORTUNITY

- ✓ High-intent, time-bound audiences
- ✓ Concentrated arrivals and venue corridors
- ✓ Maximum visibility before, during and after events
- ✓ Strong fit for airport, DOOH, transit, mobile and experiential



CLIENT PLANNING NOTE

Plan by audience movement: airport arrivals, Strip visibility, convention centers, stadium traffic, resort corridors and nightlife districts. Align timing, format and creative to each event window.

CLIENT SPOTLIGHTS

REAL CAMPAIGNS. REAL MOMENTS. REAL IMPACT.

A snapshot of high-impact campaigns brought to life across Las Vegas and beyond.

LAS VEGAS
IS ALWAYS
ON.



01 MGM REWARDS

A multi-format campaign that extended MGM Rewards visibility across key Las Vegas touchpoints, combining high-impact placements with mobile and street-level reach.



02 DON JULIO, F1 & MASTERCARD STRAT TAKEOVER

Iconic STRAT® illumination delivered standout visibility during major Vegas moments, creating a bold branded landmark experience.

The project used 63 projectors and 1,890,000 lumens to illuminate the STRAT tower.



03 DORITOS & LUXOR TAKEOVER

A striking Luxor Pyramid takeover transformed one of the city's most recognizable landmarks into a larger-than-life brand canvas.



04 CIRCA SPORTS

A bold, multi-market sports campaign drove awareness through commanding large-format digital placements and high-traffic audience engagement.



05 MAC ENERGY & UFC STRIP TAKEOVER

Timed to UFC in Las Vegas, Mac Energy used iconic Strip billboards and partner talent to create a high-energy launch moment with strong social buzz.



AMAZON PRIME VIDEO



THE SKY IS THE BILLBOARD

A CINEMATIC OUT-OF-HOME MOMENT TOLD WITH 1,500 DRONES

For the season finale of *The Boys*, Amazon Prime Video transformed the Southern Nevada sky into a programmable billboard. The 1,500-drone activation created a dramatic visual spectacle designed to capture attention, generate content and extend the campaign beyond the moment.



1,500

synchronized
drones



2.2 MILLION

views on dedicated
Instagram post



Designed to be
captured, shared
and amplified



55 MILLION

viewers — Amazon reported
The Boys season finale was
the most-watched season finale

KEY MOMENTS



THE SETUP



THE SKY TAKES OVER



ICONIC CHARACTERS



POWERFUL STORYTELLING



BUILT FOR PRIME VIDEO



THE IMPACT

- ✓ Turned a live activation into shareable content
- ✓ Extended OOH beyond the physical moment
- ✓ Created a spectacle worthy of the season finale

AGENCY PARTNERS

OOH Specialists
Outdoor Solutions

Agency Partner
Confluence

Creative Agency
Amazon

OWN THE MOMENT

PLAN + CREATE + ACTIVATE

One partner. Every format.
Endless possibilities.

4 QUESTIONS TO OWN THE MOMENT

01

Where is the audience entering?

Map arrivals across airport, Strip corridors, convention centers, resorts, stadiums and downtown gateways.

02

What moment are we trying to own?

Plan around launches, sports weekends, conventions, entertainment and high-value visitor experiences.

03

How flexible does creative need to be?

Use digital, timely messaging and AI-powered speed to adapt by audience, context and occasion.

04

How can OOH extend the media plan?

Pair IRL visibility with social, PR, experiential activations and earned-media amplification.

WHAT'S POSSIBLE IN LAS VEGAS



**DIGITAL
SPECTACULARS**



**WALLSCAPES &
WRAPS**



**PROJECTION
MAPPING**



EXPERIENTIAL



MOBILE & TRANSIT



AIRPORT & ARRIVALS

**ONE PARTNER, EVERY FORMAT.
ENDLESS POSSIBILITIES.**

✓ White-label OOH support

✓ Multi-market planning

✓ Preferred vendor coordination

✓ Production and installation management

✓ Strategic creative recommendations

✓ Custom recap reporting



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**SCHEDULE A
MARKET BRIEFING**





LAS VEGAS. BIG STAGE. BIG IMPACT.

CONNECTING BRANDS TO THE MOMENTS THAT MATTER.

LAS VEGAS
IS ALWAYS
ON.

VEGAS MARKET UPDATE

THE QUARTERLY OOH MARKET INTELLIGENCE REPORT

Outdoor Solutions helps brands and agencies navigate the Vegas market with data, insights and high-impact OOH strategies that drive measurable results.



LET'S PLAN THE NEXT HIGH-IMPACT MOMENT.

Schedule a market briefing with our team today.



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