



LVCVA EXECUTIVE SUMMARY

Source: LAS VEGAS CONVENTION AND VISITORS AUTHORITY LVCVA.com		October			October YTD		
		2007	2008	Change	2007	2008	Change
LAS VEGAS	1. Visitor Volume:	3,384,546	3,039,272	-10.2%	32,991,422	31,920,224	-3.2%
	2. Room Inventory (as of 10/31)	133,690	137,690	3.0%	133,690	137,690	3.0%
	3. Room Tax / LVCVA's Portion (a): <i>Reported for Month Earned</i>	\$21,087,534	N/A	N/A	\$188,904,842	N/A	N/A
	4. Conventions:						
	Attendance	388,475	381,129	-1.9%	5,476,984	5,272,592	-3.7%
	Number Held	2,623	2,471	-5.8%	20,508	19,609	-4.4%
	Economic Impact	\$505,081,908	\$506,853,596	0.4%	\$7,447,320,981	\$6,939,733,702	-6.8%
	5. Occupancy Levels:						
	a) Total Citywide	92.3%	83.8%	-8.5	91.4%	87.9%	-3.5
	b) Hotel	95.1%	87.9%	-7.2	95.0%	91.8%	-3.2
c) Motel	72.8%	53.1%	-19.7	66.0%	59.8%	-6.3	
d) Weekend	97.2%	90.6%	-6.6	95.1%	91.0%	-4.1	
e) Midweek	90.7%	81.0%	-9.7	89.9%	86.6%	-3.3	
6. Average Daily Room Rate (ADR)	\$135.00	\$115.68	-14.3%	\$135.20	\$122.11	-9.7%	
7. Total Room Nights Occupied:							
Total	3,822,366	3,577,623	-6.4%	37,065,399	36,499,567	-1.5%	
Tourist	2,989,920	2,839,564	-5.0%	25,329,005	26,289,151	3.8%	
Convention (b)	832,446	738,059	-11.3%	11,736,394	10,210,416	-13.0%	
8. Gaming Revenue:							
Clark County	\$1,001,244,000 r	\$757,510,000	-24.3%	\$9,093,783,000 r	\$8,322,607,000	-8.5%	
Las Vegas MSA (c)	\$787,644,000 r	\$586,269,000	-25.6%	\$7,027,792,000 r	\$6,407,231,000	-8.8%	
Strip	\$639,881,000 r	\$475,005,000	-25.8%	\$5,706,497,000 r	\$5,208,736,000	-8.7%	
Downtown	\$60,140,000 r	\$48,357,000	-19.6%	\$534,704,000 r	\$493,133,000	-7.8%	
Boulder Strip	\$87,623,000 r	\$62,907,000	-28.2%	\$786,591,000 r	\$705,362,000	-10.3%	
9. En/Deplaned Airline Passengers:							
Total Passengers	4,080,910 r	3,560,497	-12.8%	40,252,243 r	37,677,409	-6.4%	
Passengers on Domestic Scheduled carriers	3,678,698	3,287,518	-10.6%	36,269,252	34,209,079	-5.7%	
Passengers on Charter and/or Int'l carriers	241,581 r	158,302	-34.5%	2,325,387 r	2,122,104	-8.7%	
10. Average Daily Auto Traffic:							
All Major Highways	83,200	77,095	-7.3%	87,288 r	82,436	-5.6%	
I-15 at NV/CA Border	36,128	33,866	-6.3%	39,877	37,555	-5.8%	
LAUGHLIN	1. Visitor Volume	251,803	225,375	-10.5%	2,665,913	2,479,781	-7.0%
	2. Room Inventory (as of 10/31)	10,696	10,657	-0.4%	10,696	10,657	-0.4%
	3. Convention Attendance	20,258	N/A	N/A	144,475 r	103,601	-28.3%
	4. Total Occupancy	69.7%	65.1%	-4.6	74.2%	71.7%	-2.5
	5. Average Daily Room Rate	\$38.00	\$39.14	3.0%	\$41.90	\$43.43	3.7%
	6. Total Room Nights Occupied	231,108	215,069	-6.9%	2,407,150	2,336,132	-3.0%
	7. Gross Gaming Revenue	\$53,669,000	\$45,679,000	-14.9%	\$534,520,000 r	\$491,760,000	-8.0%
	8. Laughlin/Bullhead City Air Passengers	24,587	22,768	-7.4%	193,758	212,297	9.6%
	9. Avg Daily Auto Traffic: Hwy 163	6,511	5,875	-9.8%	6,875	6,255	-9.0%
MESQUITE	1. Visitor Volume	150,453	129,434	-14.0%	1,367,002	1,265,469	-7.4%
	2. Room Inventory (as of 10/31)	2,683	2,706	0.9%	2,683	2,706	0.9%
	3. Total Occupancy	93.1%	80.9%	-12.2	86.3%	80.1%	-6.2
	4. Average Daily Room Rate	\$79.25	\$53.91	-32.0%	\$83.40	\$53.90	-35.4%
	5. Total Room Nights Occupied	77,434	67,864	-12.4%	703,558	663,499	-5.7%
	6. Gross Gaming Revenue	\$15,059,000	\$11,947,000	-20.7%	\$137,786,000	\$122,534,000	-11.1%
	7. Average Daily Auto Traffic: I-15 at NV/AZ border	N/A *	21,450	N/A	24,067 *	22,381	-7.0%

(a) NOTE: 1) Clark County room tax rate ranges from 9 - 11 percent throughout the county. The LVCVA receives 47 percent of the room tax, with the remaining 53 percent going back into the community to fund projects such as schools, parks and roads. r-revised

2) Room Tax is reported for the month in which the tax was paid by the visitor. * Mesquite traffic counter out in Aug. - Oct. '07 due to construction

(b) NOTE: Includes all convention attendees' room nights regardless of what "type" of room rate paid.

(c) NOTE: "Las Vegas" Gaming Revenue is a combination of the Strip, Downtown and the Boulder Strip.