



LVCVA EXECUTIVE SUMMARY

of Las Vegas, Laughlin and Mesquite, NV Tourism Indicators

LAS VEGAS		December			December YTD		
		2007	2008	Change	2007	2008	Change
		Visitor Volume	3,075,831	2,739,699	-10.9%	39,196,761	37,481,552
Room Inventory (as of Dec 31)	132,947	140,529	5.7%	132,947	140,529	5.7%	
Citywide Occupancy	83.2%	73.3%	-9.9	90.4%	86.0%	-4.4	
Hotel Occupancy	87.4%	76.7%	-10.7	94.0%	89.8%	-4.2	
Motel Occupancy	53.4%	45.4%	-8.0	64.5%	57.8%	-6.7	
Weekend Occupancy	87.5%	81.6%	-5.9	94.3%	89.8%	-4.5	
Midweek Occupancy	81.2%	69.9%	-11.3	88.7%	84.3%	-4.3	
Average Daily Room Rate	\$112.36	\$96.39	-14.2%	\$132.09	\$119.19	-9.8%	
Total Room Nights Occupied	3,428,624	3,191,645	-6.9%	43,978,733	42,967,252	-2.3%	
Convention Attendance	129,664	123,588	-4.7%	6,209,253	5,899,725	-5.0%	
Conventions & Meetings Held	1,285	1,071	-16.7%	23,847	22,454	-5.8%	
Total En/Deplaned Air Passengers	3,683,689 r	3,164,313	-14.1%	47,729,527 r	44,074,707	-7.7%	
Avg. Daily Auto Traffic: All Major Highways	82,768	80,736	-2.5%	86,698 r	82,093	-5.3%	
Avg. Daily Auto Traffic: I-15 at NV/CA Border	39,107	38,586	-1.3%	39,808	37,686	-5.3%	
Gaming Revenue: Clark County	\$945,956,000	pending	N/A	\$10,868,464,000 r	pending	N/A	
Gaming Revenue: Las Vegas Strip	\$614,861,000	pending	N/A	\$6,842,543,000 r	pending	N/A	
Gaming Revenue: Downtown	\$50,023,000	pending	N/A	\$633,497,000 r	pending	N/A	
Gaming Revenue: Boulder Strip	\$82,910,000	pending	N/A	\$935,129,000 r	pending	N/A	

NOTES & HIGHLIGHTS:

Mirroring trends of most of the tourism industry, Las Vegas saw declines in core tourism indicators in 2008 as the combined economic factors of the housing crisis, frozen credit markets, volatile gas prices and increased unemployment translated to reduced consumer confidence and travel spending in much of the country.

While achieving annual occupancy of 86.0% in 2008, the highest of any major destination in the US, Las Vegas saw a drop of 4.4 percentage points from its record 90.4% annual occupancy achieved in 2007.

To stimulate demand in the current slowed economy, discounted Las Vegas room rates translated to an overall annual decrease in ADR of approximately -9.8%.

Sources: Las Vegas Convention and Visitors Authority; McCarran International Airport; Nevada Department of Transportation (NDOT); Nevada Gaming Control Board
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		December			December YTD		
		2007	2008	Change	2007	2008	Change
LAUGHLIN	<i>Visitor Volume</i>	202,980	178,283	-12.2%	3,098,084	2,862,086	-7.6%
	<i>Room Inventory (as of Dec 31)</i>	10,696	10,655	-0.4%	10,696	10,655	-0.4%
	<i>Convention Attendance</i>	7,172	7,724	7.7%	163,824	136,756	-16.5%
	<i>Total Occupancy</i>	54.7%	49.9%	-4.8	71.8%	69.0%	-2.8
	<i>Average Daily Room Rate</i>	\$46.75	\$36.37	-22.2%	\$41.92	\$43.04	2.7%
	<i>Total Room Nights Occupied</i>	181,372	164,822	-9.1%	2,797,415	2,694,059	-3.7%
	<i>Gross Gaming Revenue</i>	\$45,639,000	pending	N/A	\$631,196,000	pending	N/A
	<i>Laughlin/Bullhead City En/Deplaned Passengers</i>	9,581	11,905	24.3%	228,133	245,988	7.8%
	<i>Avg. Daily Auto Traffic: Highway 163</i>	6,212	5,819	-6.3%	6,797 r	6,189	-9.0%
MESQUITE	<i>Visitor Volume</i>	121,965	78,475	-35.7%	1,620,804	1,450,314	-10.5%
	<i>Room Inventory (as of Dec 31)</i>	2,729	1,981	-27.4%	2,729	1,981	-27.4%
	<i>Total Occupancy</i>	74.2%	67.0%	-7.2	85.1%	78.3%	-6.8
	<i>Average Daily Room Rate</i>	\$56.10	\$45.85	-18.3%	\$79.44	\$53.19	-33.0%
	<i>Total Room Nights Occupied</i>	62,772	41,145	-34.5%	834,183	760,415	-8.8%
	<i>Gross Gaming Revenue</i>	\$13,323,000	pending	N/A	\$163,661,000	pending	N/A
	<i>Avg. Daily Auto Traffic: I-15 at NV/AZ border</i>	21,412 *	19,720	-7.9%	23,680 *	22,016	-7.0%

Sources: Las Vegas Convention and Visitors Authority; Mojave County Airport; Nevada Department of Transportation (NDOT); Nevada Gaming Control Board

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* Mesquite traffic counter out Aug. - Oct. '07 due to construction

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